

# Southern HARDWARE

JUNE  
1957

In this issue

1 Section on  
merchandising  
Pg. 40

University Microfilms  
315 North First St  
Ann Arbor Mich

Including the SOUTHERN FARM EQUIPMENT Section

## Get one or both Irwin merchandisers free

You pay only for small display stock of Irwin bits in self-selling Sellopak

Easy to mount on walls, doors, peg board, end of island tables. The first truly modern auger bit display for the first truly modern auger bit package—the new and exclusive Irwin Sellopak. A combination that lets you put hand

and power bits on display where they can be seen and sold. Stocks stay fresh for fastest turnover, bigger dollar volume. Put both of these Irwin Merchandisers to work in your store. Remember: The display panels are free.



### M-88 Merchandiser Unit

only \$10.00 complete with Free Display Panel

- Complete unit consists of 20 Speedbor "88" wood bits for all electric drills in new self-selling Sellopak dress-up jackets with free display panel. Two each of sizes  $\frac{1}{4}$ ,  $\frac{3}{8}$ ,  $\frac{1}{2}$ ,  $\frac{5}{8}$ ,  $\frac{3}{4}$ ,  $\frac{7}{8}$  and 1". One each of sizes  $\frac{1}{16}$ ,  $\frac{3}{16}$ ,  $\frac{1}{8}$ ,  $\frac{1}{4}$ ,  $\frac{3}{8}$  and  $\frac{1}{2}$ ".
- Buy complete unit for only \$10.00. Sell bits for \$15.00. Make \$5.00 gross profit.
- Display complete unit in only  $14\frac{3}{4}$ " of space on walls, door, peg board, end of island tables.
- Displays complete stock on strong permanent hooks.
- All-metal construction with 3-color baked enamel finish.
- Complete unit individually packed in shipping container.

Shipping Weight: 3 lbs.



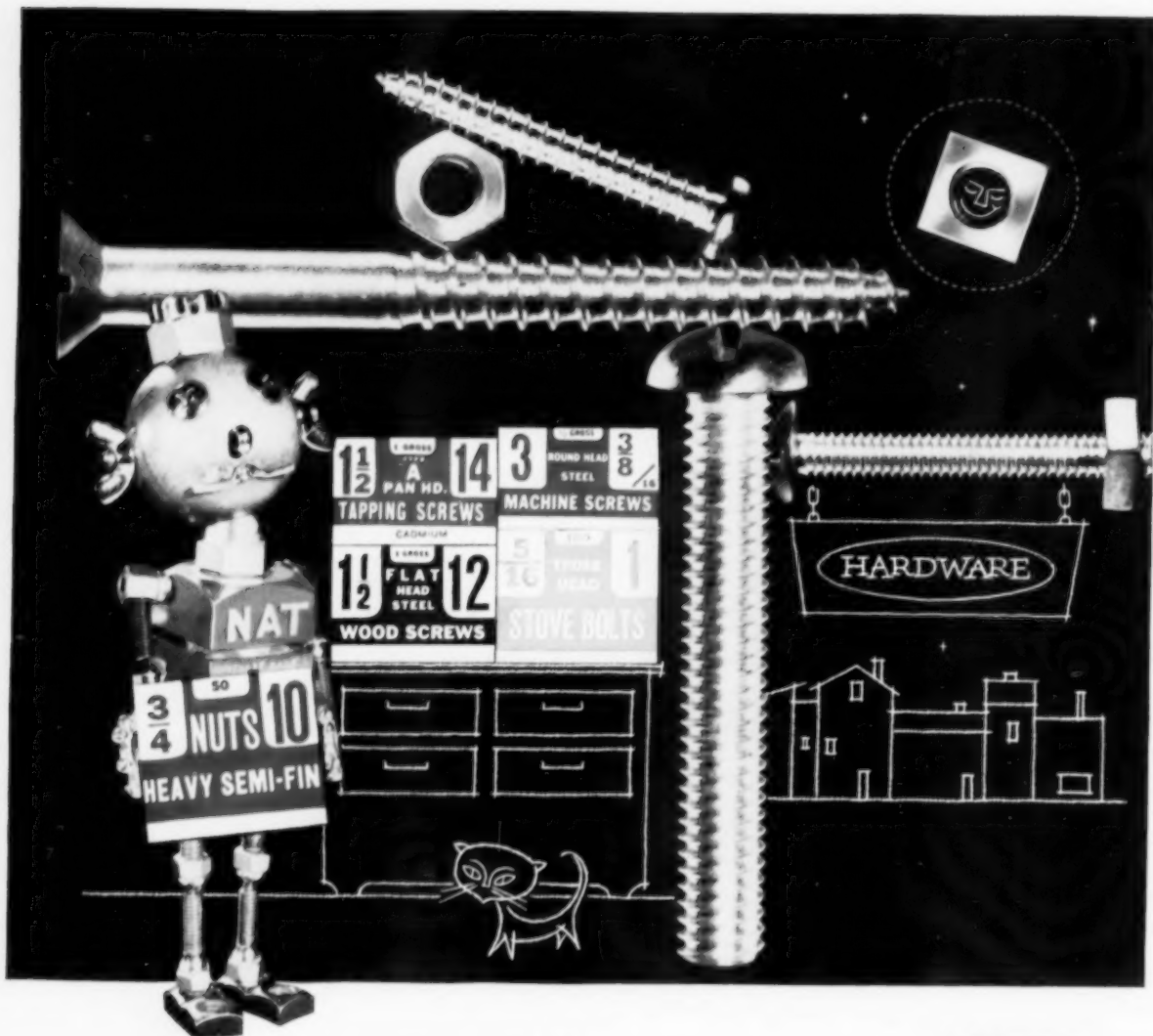
### M-62T Merchandiser Unit

only \$10.37 complete with Free Display Panel

- Complete unit consists of 13 fastest cutting 62T hand brace bits in new self-selling Sellopak dress-up jackets with free display panel. One each of sizes  $\frac{1}{4}$ ,  $\frac{5}{16}$ ,  $\frac{3}{8}$ ,  $\frac{7}{8}$ ,  $\frac{1}{2}$ ,  $\frac{5}{8}$ ,  $\frac{3}{4}$ ,  $\frac{7}{8}$ ,  $\frac{1}{2}$ ,  $\frac{5}{8}$ ,  $\frac{3}{4}$ ,  $\frac{7}{8}$  and 1".
- Buy complete unit for only \$10.37. Sell bits for \$15.56. Make \$5.19 gross profit.
- Display complete unit in only  $14\frac{3}{4}$ " of space on wall, door, peg board, end of island tables.
- All-metal construction with 3-color baked enamel finish.
- Displays stock on strong permanent hooks.
- Complete unit individually packed in shipping container.

Shipping Weight: 4 lbs.

Order from your Irwin wholesaler today  
The Irwin Auger Bit Co., at Wilmington, Ohio, USA, since 1885



## "NAT" STANDS OUT with dress-parade packaging



Brighten up your fastener shelves and speed up off-the-shelf selection with the snap and color of National's high-visibility labeling and uniform packaging.

These smart, trim boxes *stand out*, boldly identifying National quality by their glossy red and black finish. Color-coded labels make stock handling easier, too! Colors quickly identify fastener types. And sizes are printed large enough to see, even on higher shelves.

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Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.  
3423 South Garfield Ave. • Los Angeles 22, Cal.



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Volume 126

Number 6

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## "Hmm. Wonder who in town handles Stormproof Roofing?"

When a man gets this far along toward being sold, you can thank advertising for doing its job well. And that's exactly what Stormproof advertising in *Southern Planter* and *Progressive Farmer* is consistently striving to do for you. A good product, favorably priced and strongly advertised, will ring up good sales and profits. Provided that you carry that product in stock. How are your stocks of Stormproof galvanized steel roofing?

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.



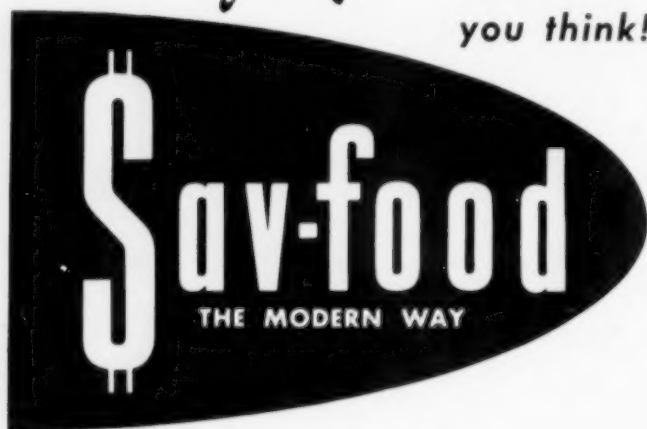
if you are



looking for Polyethylene containers . . .

**don't waste time  
and shipping  
cost . . .**

**they're closer than  
you think!**



**UNBREAKABLE  
FOOD STORAGE  
CONTAINERS** *are available now!*



**COLORS  
TOO!**

You can save both time and freight cost when you handle SAV-FOOD Food Storage Containers! Made of new type Polyethylene by your *nearest source of supply*—Burlington Molding Corporation of Burlington, N. C. Perfect for refrigerator and freezer use. Available in natural transparent Polyethylene and in gay assorted transparent pastel colors—red, yellow and blue! Three sizes: pts., 1½ pts., and qts. Packed in colorful, self-selling sleeves with transparent overwrap for FAST turnover. Customer satisfaction **GUARANTEED!** Order from your jobber today. If he doesn't yet stock SAV-FOOD Containers, *telephone or wire us collect for your supply!*



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A  
**BURLINGTON**  
PRODUCT

CONSUMER PRODUCTS DIVISION © 1957

**BURLINGTON MOLDING CORPORATION**

**BURLINGTON, N. C.**



# Southern HARDWARE

Hardware & Allied Lines - Farm Operating Equipment

Vol. 126

June, 1957

No. 6

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SOUTHERN HARDWARE for June, 1957

For more information use Handy Return Card, Page 60

# NOW! POWERFUL PROMOTION

ADVERTISED IN  
The Saturday Evening  
**POST**



# FOR SIZZLING HOT SPECIALS

EASY-TO-SELL EXCLUSIVE FEATURES!

## NEW POWER TRIMMER



MODEL NO. 1350

★ PATENTED TRAP-LOCK CUTTER TEETH  
clean cuts every time because they trap the material to be cut

★ NEW TRIPLE-DUTY HANDLE  
side handle attaches on either side of trimmer or attaches on rear

★ NEW EXTENSION HANDLE  
attaches on back, makes hard-to-reach spots easy to reach (optional at extra cost)

★ STREAMLINED NEW DESIGN, NEW COLORS  
has a sparkling silver luster, bright red handles and cord, streamlined like a new jet plane

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only **\$29<sup>95</sup>**

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Up to 15 times longer life with exclusive automatic safety clutch!

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- Equipped with rip guide, adjustable shoe for angle cuts, automatic telescoping safety blade guard

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only **\$48<sup>88</sup>**

COMBINES LOW PRICE, HIGH QUALITY!

## NEW POWER OSCILLATING SANDER



Powerful universal ac/dc motor—115 volts, makes 3500 orbits per minute. Knurled rollers lock sanding sheet easily, positively. 1/4" sponge rubber sanding pad—oil and grease resistant. Specially designed cast aluminum housing—permits perfect "feather-edging" and corner sanding.

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"SIZZLING SPRING SPECIALS!"  
**PORTABLE ELECTRIC TOOLS, INC.**  
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DEPT. SH 6/57

# BUSINESS TRENDS

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- ▶ **Business Trends**—Optimism about future business activity has now replaced the doubts of a few months ago. Stimulated by rising personal incomes, consumer spending for goods and services is rolling along at a record rate. There are some soft spots here and there such as in residential construction and textiles, but the economy, generally, is in high gear. For retailers one trend may hurt a bit: despite the continued up-trend in consumer income, inflation has caused some decline in buying power from a year ago.
- ▶ **Consumer Spending**—Sales by retail stores changed little in the first three months of 1957 from December's record rate. March sales totaled 16.3 billion dollars, one percent less than in February, but four percent above the corresponding month of 1956. In February dealers in the lumber, building materials, and hardware group reported sales averaging two percent under the previous year.
- ▶ **Employment Up**—In the first quarter of '57 the number of persons employed averaged 63.2 million, a gain of 400,000 from a year earlier. In March the average work week in manufacturing was 40.0 hours.
- ▶ **Personal Incomes**—Consumer incomes, after taxes, reached an annual rate of 295 dollars in the first quarter, a gain of five percent over last year. Consumer expenditures on goods and services also increased about five percent.
- ▶ **Profits**—Retailers worried about shrinking profit margins got this word of advice recently from Richard H. Rich, president of Rich's, big Atlanta department store. Larger markups are not the solution to shrinking profit margins, Rich said. He advocated cost-cutting techniques to boost profits and urged a sound approach to the extension of credit.
- ▶ **Residential Construction**—After trending downward throughout most of 1956, home-building took another drop in the early months of 1957. Outlays for new homes in January-March were at an annual rate of 14.2 billion dollars, seven percent below the 1956 period and 17 percent below the peak third quarter of 1955. Housing starts were at an annual rate of 910,000 in February and 880,000 in March, compared with an average of 1.1 million in 1956.
- ▶ **Consumer Credit**—The volume of consumer credit expanded further in early '57. From 37½ billion dollars of credit outstanding at the end of February 1956, the total rose eight percent to 40½ billion a year later. This was equivalent to almost 14 percent of first quarter consumer disposable income. The rise was below the previous 12 months however.
- ▶ **Farm Income**—Cash receipts from farm marketings in the first three months of 1957 totaled 6.4 billion dollars, slightly more than in the same period of last year. A six percent rise in sales of live stock and products accounted for most of the gain.



**now** you can enjoy  
sparkling cool  
water wherever  
you are . . .  
thanks to  
**IGLOO's new . .**

## CRYSTALINING I

CRYSTALINING, the latest sanitation advance in Igloo portable water coolers, gives positive protection . . . keeps drinking water and other liquids pure . . . taste-free . . . and crystal-clear under roughest conditions.

**RELY on these Igloo**

**Extra-Value Features:**

- Round Inside Bottom prevents accumulation of foreign matter—makes can easier to wash—stays sanitary.
- Recessed dripless spigot will not break off.
- 15% greater insulating qualities—less heat transfer because there is no metal-to-metal contact at bottom.
- Rugged construction proved by test. Igloo bottom survives weight of heavy bowling ball dropped repeatedly into bottom of can.



*ask your wholesaler or write*

**BETTIS CORPORATION**

P O DRAWER 9365 • HOUSTON 11, TEXAS

SOUTHERN REPRESENTATIVES

JOHN T. EVERETT & CO. • MEMPHIS 4, TENNESSEE

A-57

# INDUSTRY NEWS

## Lawson H. Yates Co. Wins Milwaukee Valve Contest

PLACING FIRST in a national sales contest conducted by Milwaukee Valve Co., Milwaukee, Wis., for the months of February and March, was the Lawson H. Yates Co., manufacturers' representatives of Nashville, Tenn.



Lawson H. Yates

In addition to the bonus award, the company's total of earned points was almost twice that of the second place contender as shown on the final standings released by Milwaukee Valve's Sales Manager W. G. Ellingbee. Yates stated that his organization is especially "proud of this achievement because we believe it is unusual for a southern company to win a national contest of this kind, which was based on actual dollar volume without quotas or handicaps . . ."

## Rich-Con Establishes New Buying Offices

AS A MEANS of providing better service to its customers in Oklahoma and Texas, Richards-Conover Hardware Co. has begun a decentralization of the buying ac-

tivities from the present Kansas City location.

New buying offices for the Oklahoma-Texas warehouses are being established at the Oklahoma City location. Merchandise managers and buyers are being appointed at this time and present plans call for completion of the change over program by July of this year, according to the announcement from the company.

The Kansas City office will continue to buy for the area serviced from Kansas City, while Oklahoma City will buy for the Oklahoma City, Tulsa, Wichita Falls, and Amarillo warehouses.

## Gleason Wheel Appoints Fry-Holbrook and Co.

GLEASON CORP., Milwaukee, manufacturers of slow speed wheels and casters, announces the



Fry

Holbrook

appointment of Fry-Holbrook and Co. as factory representatives in the states of Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, and Tennessee.

Principals in the firm are Dan M. Fry and George C. Holbrook, Jr. The company maintains offices and showrooms at 1429 Peachtree St., N.E., Atlanta, Ga.

## NRHA's Annual Congress Scheduled for Dallas, Texas, July 8-11

MEMBERS of the National Retail Hardware Association will gather in Dallas, Texas, July 8-11 for their 58th Annual Congress.

The meeting will open Monday evening, July 8 with the President's Reception at convention headquarters, the Statler-Hilton Hotel.

The business program gets under way Tuesday morning with NRHA President L. A. (Pete) Luedtke delivering the keynote address. Featured speaker at the Industry Luncheon on Tuesday will be Frederick H. Mueller, Assistant U. S. Secretary of Commerce. Mueller will speak on "Small Business: the Acorn of Our Economy."

Featured speakers at Tuesday morning sessions will be W. R.

Noble, NRHA Washington Counsel; George W. Koch, attorney, Ohio State Council of Retailers; and Dean James Taylor of the University of Houston.

At the Wednesday morning session, delegates will hear A. L. Trotta, Management and Research Director of the National Dry Goods Association; Hoyt C. Pease, vice-president, The Stanley Works; and Thomas B. Curtiss, congressman from the state of Missouri.

Fulton Lewis, Jr., noted newspaper columnist, radio and TV commentator, will address the 58th Congress Thursday morning, while Dwayne Laws, NRHA's Director of Industry Activities, also will be a featured speaker.

Various entertainment features are planned.





Here's **BLUE CHIP**

# PROFIT NEWS

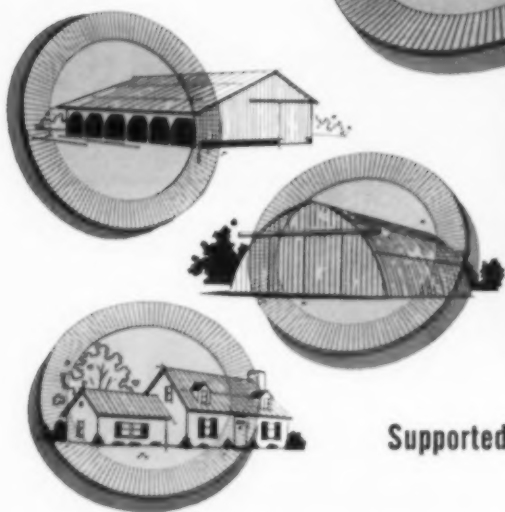
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# REPUBLIC STEEL



*Introducing... another new*

**REPUBLIC  
FARM PRODUCT**



Supported by Farm Magazine and Point-Of-Sale Merchandising

Get into the **BLUE CHIPS** with New...

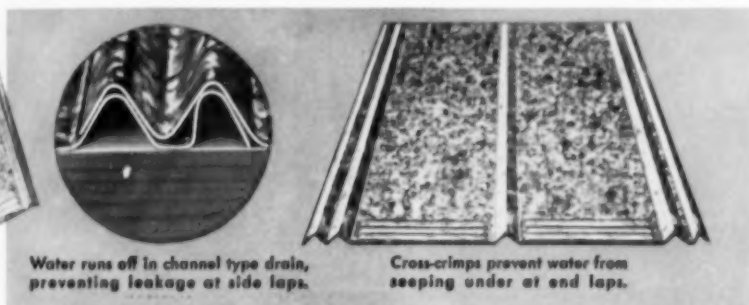
# Republic **BLUE RIDGE**



Now, with strong, new Blue Ridge channel steel roofing, you can make Republic Steel a single source of supply for a wide range of products for the farm market. Blue Ridge is a competitively priced, top-quality channel steel roofing sheet produced at Republic's new continuous galvanizing mill at Gadsden, Alabama—centrally located for quick delivery.

Blue Ridge Steel Roofing has all the waterproof features farmers insist upon. Steep "V" channels to keep wind-blown rain from seeping in under side laps—three cross crimps at the bottom of each sheet to prevent syphoning. For added strength against wind damage, new Blue Ridge sheets can be nailed with five nails across the bottom. Blue Ridge alone offers this feature with no premium in price. New Blue Ridge sheets are available in 29, 28 and 26 gages.

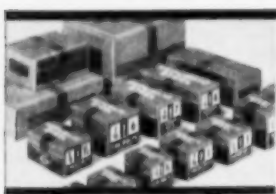
Republic Blue Ridge, along with Republic corrugated roofing, galvanized flat sheets, woven wire fence, barbed wire, automatic-baler wire, chain, nails, nuts and bolts, and plastic pipe, now makes Republic a single source for a wide range of farm products. For complete information on Blue Ridge and the Republic Farm Products shown below, fill out the coupon and drop it in the mail.



Water runs off in channel type drain, preventing leakage at side laps.

Cross-crimps prevent water from seeping under at end laps.

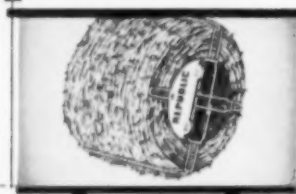
**NOW...ALL THESE FARM PRODUCTS FROM ONE SOURCE...REPUBLIC STEEL**



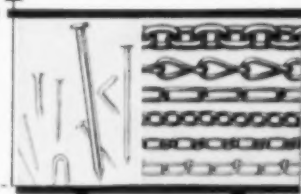
Republic Quality  
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Plastic Pipe



Republic Southern  
Barbed Wire



Republic  
Nails      Republic  
Chain

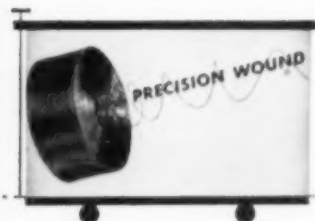
# REPUBLIC



*Manufactured in the South for*

**Southern Steel Plant—Gadsden, Alabama**

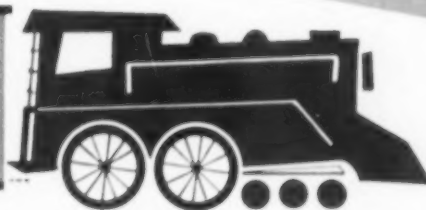
# Steel Roofing



Republic Precision Wound  
Baler Wire



Republic Southern  
Fence



# STEEL

*Southern Farms*

General Offices—Cleveland, Ohio

**REPUBLIC STEEL CORPORATION**

DEPT. C-4100

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Send me the Blue Ridge Roofing dealer promotion kit.

Name \_\_\_\_\_

Company \_\_\_\_\_ Title \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



Manufacturers displayed lines of products in booths such as those shown in the pictures above and below. More than 600 persons attended the meeting



Ganahl Walker, Jr., left, president of the Builders Supply Co., and R. R. Witt, right, company board chairman, chat with Walter McAllister, featured speaker of the evening, who is chairman of the board of the San Antonio Savings and Loan Association

## Builders Supply Co. Stages Annual "Tell More—Sell More" Meeting

MORE THAN 600 persons including hardware dealers, lumber dealers, architects, and their wives attended the annual "Tell More—Sell More" meeting held in April by the Builders Supply Co. at its main offices and warehouse in San Antonio, Texas.

Following a barbecue supper, Ganahl Walker, Jr., company president, told visitors that the purpose of the meeting was to help dealers in displaying and selling the merchandise supplied to them by the Builders Supply Co. A further purpose of the meeting was to acquaint dealers with the sales aids that would make their selling more effective.

Features of the meeting included a movie on salesmanship and a talk by Walter McAllister, the recently retired chairman of the board of the Federal Home Loan Bank Board in Washington. Mr. McAllister has been active in the national promotion, "Operation Home Improvement," and serves as chairman of the board of the San Antonio Savings and Loan Association. He talked on "The Mortgage Market and Building Outlook."

To assist dealers in attending the meeting the company operated

chartered buses from Austin and Corpus Christi, bringing in guests from as far away as 185 miles. More than 150 dealer organizations from 42 cities and towns outside of San Antonio were represented at the meeting.

The following manufacturers had displays at the meeting: Ruberoid, NuTone, Tropix-Weve, Kaiser Aluminum, Russwin, New York Wire Cloth, AFCO Wallboards,

Stanley Electric Tools, Stanley Hardware, Stanley Tools, Nu-Wood-Balsam Wool, Accordofold Doors, Amerock, Space Saver Dor, and Heatilator.

## Hedlund Company Opens New Plant Facilities

THE HEDLUND Manufacturing Co. was scheduled to open its new finishing and shipping plant in Opelika, Ala., around April 1, according to Sales Manager Glenn Reed.

The Nokomis, Ill., company manufactures a complete line of water skis, winter skis, toboggans, sleds, hockey sticks, etc.





*For quality products and immediate service*

**SSIRCO**

**OFFERS YOU AN UNBEATABLE COMBINATION**

**9 major  
warehouses  
10 acres of  
inventory**

*Plus*

**80 SSIRCO  
service  
representatives**



**WHATEVER AND WHEREVER YOUR BUILDING MATERIAL NEEDS, SEE SSIRCO**

SSIRCO's super-market warehouses can serve all your building materials requirements for the profitable building and home improvement business. Certainly — with nine warehouses complete with acres of inventory, eighty salesmen on the road and with the finest brand names in the business — SSIRCO offers you an unbeatable combination for products and service. For the brightest year ever, profit by purchasing all your building materials or metal requirements from one source.

You will get better delivery service, save time and money and be assured of immediate order handling. Try the SSIRCO service combination. You will find that SSIRCO, with more completely stocked warehouses and more salesmen to serve you than any other similar firm, can be your key to extra profits. A telephone call, a postal card, a letter will set the SSIRCO service combination in motion for you — today.

**SOUTHERN STATES IRON ROOFING CO.**

*Serving the Building Materials Trade Continuously Since 1914*

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Phone MEtrose 4-9441

**MEMPHIS, TENNESSEE**  
703 North Royal Ave.  
Phone JACKson 5-4717

**MIAMI, FLORIDA**  
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Phone NEWton 5-0647

**NASHVILLE, TENNESSEE**  
Harrison St. at Seventh Ave.  
Phone ALpine 5-1183

**RALEIGH, N. C.**  
1431 Courtland Drive  
Phone TImple 4-6221

**RICHMOND, VIRGINIA**  
1910 Petersburg Pike  
Phone 82-6748

**SALES OFFICE: JACKSONVILLE, FLORIDA** 881 West Forsyth St. Phone ELgin 6-7636

## 1957 National Hardware Show Adds Fishing Tackle Division

SIXTY-NINE booths at the 12th annual National Hardware Show, October 14-18, at the Coliseum in New York, have been reserved for the new Fishing Tackle Division—and more than 75 percent of this allotment has been contracted for already, show officials announced recently.

Frank M. Yeager, managing director of the National Hardware Show, pointed out that the new division is an outgrowth of requests from manufacturers who exhibited successfully at the Hunting and Fishing Division, which was dropped from the show three years ago at Chicago. "The National Hardware Show is the logical place for a fishing tackle show," Yeager added, "because fishing equipment is bought by nearly every firm represented among more than 40,000 individual and chain store buyers who will attend."

Yeager predicted that this year's exposition will surpass in every way the record breaking 1956 National Hardware Show, which displayed the products of more than 1000 leading manufacturers before a registered attendance of 41,200 buyers from every state and territory and nearly a score of foreign countries.

"Much of the Coliseum's 300,000 square feet of display floor space was committed for the 1957 show before the doors closed on last October's presentation," the official declared.

More than 100,000 square feet of display space will be devoted entirely to the largest array of out-of-doors equipment and paraphernalia ever assembled in one place. It will occupy a separate and distinct Lawn, Garden, and Outdoor Living Division of the National Hardware Show. With the addition of the new Fishing Tackle Division, the National Hardware Show becomes an "all-inclusive" show for retailers, wholesalers, distributors, jobbers, chain store and department store buyers within the complete range of hardware, lawn, garden, outdoor living, and light farm equipment, including every conceivable allied product.

Executive offices of the National Hardware Show: Suite 1103, 331 Madison Ave., New York 17, New York.

### SSIRCO Names Manager for Kentuckiana Area

EMIL L. STEPHENS recently was appointed manager of sales for the Kentuckiana area for Southern States Iron Roofing Co., Atlanta, Ga., distributor of building material and industrial metals. Stephens, returning to the Louisville business scene after an absence of eight years, will headquarter at Southern States' sales and warehouse facility on 1239 South Tenth St. From this point, he will direct Southern States' sales efforts in the Kentucky, Tennessee, Ohio, and Indiana areas.

Stephens, formerly employed in the export sales department of the Reynolds Metals Co., joined Southern States in 1949 as sales manager of aluminum mill products at the company's general office. In 1954, he was appointed manager of the Richmond, Va., sales and warehouse operation of Southern States.



Emil L. Stephens

Stephens returned to the company's general headquarters in 1955 as sales manager of building materials.

### New Moe Light Sales Rep to Cover the Carolinas

THE MOE LIGHT Division, Thomas Industries, Inc., has announced the appointment of Jerry O'Pool as sales representative to cover North and South Carolina with headquarters in Charlotte, N. C. O'Pool was formerly sales correspondent at the Hopkinsville, Ky., Moe Light plant.

### AHMA's "40-and-Under" Club



Shown above is the group which attended the organizational meeting of the newly-formed "40-and-Under" Club of the American Hardware Manufacturers Association. The meeting was held during the recent AHMA-SWHA convention in Palm Beach. The club will meet again in Atlantic City in October during the annual joint convention of manufacturers and the NWHHA.

# Compare

# GOLD STRAND®

## INSECT WIRE SCREENING



with the other  
screenings  
on the  
market

The best way to find out why Gold Strand is the world's largest selling insect wire screening is to compare it with other screenings.

**QUALITY** You'll find that Gold Strand Screening has a neat, uniform mesh throughout. No holes filled in by plating. No snaky wires. Always an attractive, even surface. What's more, Gold Strand rolls out flat and stays flat. That's because *Gold Strand is woven to the industry's most rigid specifications.*

**SELVAGES** Gold Strand is available with special ten-wire selvage or, for even greater strength, a special twelve-wire selvage (five flat and seven round wires). Both of these strong, dependable selvages provide a good body for tacking and will not pull away from the molding . . . and Gold Strand will not distort or pucker even when it's "grooved into" the molding. *Gold Strand is woven to the industry's most rigid specifications.*

**DURABILITY** All Gold Strand Screenings provide superior wear and weather resistance for longer life. For instance, the galvanizing on Gold Strand Galvanoid Screening is far heavier than industry standards. *Gold Strand is woven to the industry's most rigid specifications.*

There are many other advantages you and your customers will gain if you stock Gold Strand Screenings. Your customers, for example, get the screening they want because Gold Strand comes in Galvanoid, Aluminum and Bronze (both bright and antique finishes) and in a wide variety of widths. And you don't have to carry large inventories of Gold Strand Screening—it's always quickly available from these 18 CF&I warehouses which are conveniently located all over America:

ATLANTA • BUFFALO • CHICAGO • CLINTON, MASS. • DENVER  
HOUSTON • LOS ANGELES • MT. WOLF, PA. • NEW ORLEANS • NEW  
YORK • OAKLAND • PHILADELPHIA • PHOENIX • PORTLAND, ORE.  
PUEBLO, COLO. • SALT LAKE CITY • SEATTLE • WICHITA



**GOLD STRAND**  
**INSECT WIRE SCREENING**  
THE COLORADO FUEL AND IRON CORPORATION

THE COLORADO FUEL AND IRON CORPORATION—Albuquerque • Amarillo • Billings • Boise • Butte  
Casper • Denver • El Paso • Ft. Worth • Houston • Lincoln (Mo.) • Los Angeles • Oakland • Oklahoma City  
Phoenix • Portland • Pueblo • Salt Lake City • San Francisco • Seattle • Spokane • Wichita  
WICKWIRE SPENCER STEEL DIVISION—Atlanta • Boston • Buffalo • Chicago • Detroit • New Orleans  
New York • Philadelphia

OTHER CF&I-WICKWIRE HARDWARE PRODUCTS—Clinton General Purpose Welded Wire Fabric • Wisco TV  
Guy Wire • Wisco Flexible Wire Clothes Line • Clinton Hardware Cloth • Clinton Hex Mesh Netting • Mechanic's  
Wire • Quick Hitch Gate Springs • Perfection Door Springs

4230

## Richards Joins Schoellkopf Co.

WILLIAM A. Richards, Dallas, Texas, has been named manager of the Manufacturing Division of The Schoellkopf Co., Dallas wholesale distributing firm for hardware, housewares, marine and sporting goods, and manufacturers of plastic and leather goods.



William A. Richards

Announcement of the appointment was made by Schoellkopf President George H. Norsworthy.

A native of Washington, D. C., Richards attended Brown and Purdue Universities. Prior to joining Schoellkopf, Richards was serving as territory manager for the Chicago branch of Chicopee Mills.

## Bluefield Supply Occupies Expanded Office Space

BLUEFIELD SUPPLY CO., wholesalers in Bluefield, W. Va., recently occupied its new additional office space, a move which affected 33 persons overall. Other new facilities are expected to be completed soon at the general offices.

The entire company's credit and accounting departments are quartered in the new section along with several other key office personnel.

Besides affording the company additional office area, the remodeling job also will provide a new general sales meeting room with a stage and facilities for showing motion pictures.

The section includes a coffee-lounge area, kitchen, quarters for

the board of directors to meet, and a restricted showroom and display area. The kitchen will be used in providing cooking facilities for important sales and dealer meetings and showings and for light lunches every day for the company's personnel. All the remodeling was to be completed by the middle of May. Cost of the project is around \$200,000.

## National Woodworks Announces Promotions

CHARLES L. Bromberg, president, National Woodworks, Inc., Birmingham, Ala., announces the promotion of Robert W. Block, formerly sales manager, to the position of executive vice-president, and the promotion of Wilbur B. Gaston, formerly city sales representative for Birmingham, to sales manager.

Block joined the company in 1945 as general sales manager; he became vice-president in charge of sales in 1955.

Gaston became associated with the firm in 1952 in the sales department, working with dealers in Alabama, Tennessee, Georgia, and the Carolinas. He took over the

Birmingham city sales territory in 1953.

## McKee Joins Shapleigh as Sales Vice-President

FRED H. JOHNSON, president of the Shapleigh Hardware Co., hardware wholesalers of Saint Louis, Mo., announces the recent appoint-



J. R. McKee

ment of J. R. McKee as vice-president in charge of sales.

McKee was formerly general sales manager of the Marshall-Wells Co., Portland, Ore.

## Walter Tips Co. Receives P & C Sales Merit Award

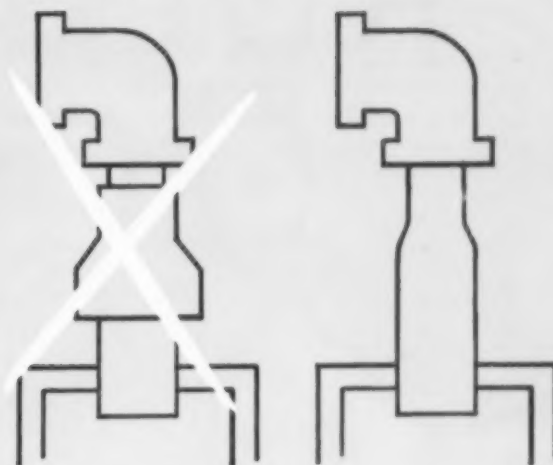
IN ALL OF the United States and Canada, the Walter Tips Co., hardware wholesalers in Austin, Texas, is second high in volume of sales of P & C tools and has been presented with a distinctive award of merit by the manufacturer.

Receiving the award is Carl Johnson, second from left in accompanying photo, president of Walter Tips. Making the presentation is Ray Ricke, second from right, regional sales manager for P & C. Extreme left is John McGonagil, P & C district sales manager, and, extreme right, Wilton Jennings, also of the Walter Tips Co.





# There's less chance for leaks with **U-BRAND** Reducing Nipples



**They're easy to sell . . . Your customers  
know they cut cost, speed assembly**

**For complete  
information  
send for this  
free folder**



When your customers reduce line size, they make fewer connections for faster assembly with U-Brand reducing nipples. This means less chance for leaks. They cut installation cost, too. Single reducing nipple costs less than a reducer or bushing and regular nipple.

Swaged from new, mill-tested steel pipe, U-Brand reducing nipples are a single leak-proof unit. True threads and clean outside chamfer speed installation. Available in black or galvanized finish, there are five convenient sizes  $\frac{3}{4}'' \times \frac{1}{2}''$ ,  $1'' \times \frac{3}{4}''$ ,  $1\frac{1}{4}'' \times 1''$ ,  $1\frac{1}{2}'' \times 1\frac{1}{4}''$  and  $2'' \times 1\frac{1}{2}''$ .

Build repeat sales . . . Stock and sell U-Brand reducing nipples. Order from your Supply House today.

Galvanized and Black U-Cote Malleable Iron Pipe Fittings—Unions—Plugs and Bushings—Cast Iron Drainage and Screwed Fittings—Steel Nipples and Couplings—Insert Fittings for Plastic Pipe.



**The  
Union Malleable  
Manufacturing Company**  
Ashland, Ohio



## WARE...the new quality line that sells on sight!

J&L, a great name in galvanized ware, is easy to sell, lasts longer, priced right for faster turnover and higher profits. Stock the best... sell the best... the new J&L galvanized ware.

Order J&L ware today from your hardware jobber. For detailed information or help in obtaining the Jones & Laughlin galvanized ware line, write direct to the Container Division, 405 Lexington Avenue, New York 17, N.Y.



**Jones & Laughlin**  
**STEEL ... a great name in steel**

Galvanized Ware Plants: Toledo, Ohio, and Atlanta, Georgia



### "The Utility"

#### Water Pail

This hot-dipped galvanized water pail is truly an all-purpose pail. It is one of the fastest selling items in the line. Made with flaring sides and fitted with free-swinging wire bail. This Jones & Laughlin pail is a real business builder.



# EXCELLO

24"

ROTARY  
RIDING  
MOWER

*for that smooth  
Country Club  
lawn look*



Model 711  
"St. Andrews"

*jet age performance*

plus

*Flight Form*

design

## SPECIFICATIONS:

• CUTTING WIDTH—24" blade • CUTTING HEIGHT—15 21/32" • ENGINE—3.5 H. P. Heavy Duty Clinton 4 cycle • STARTER—Re-wind, fingertip action • CHASSIS—Heavy Duty Aluminum Alloy • TRANSMISSION—Gear box, Oil Bath, Hardened Steel Bevel Gears and Pinion, Ball Bearings • DRIVE—Chain & Sprocket, Steel Drive Shaft • SPEED—Remote Throttle Lever, Operator Controlled • CLUTCH—Forward, Neutral and Reverse Positions, Idler Pulley... Disengages automatically when foot is removed from pedal • BLADE—Heavy One Piece Steel Vacuum Type • CHUTE—Jet Spray, side ejection • WHEELS—Rear, Heavy Duty Steel 3.00x12 Semi pneumatic tires, Front, Heavy Duty Steel 10.25x3.25 Semi pneumatic tires • HANDLE—5" tubing, comfort grip, safety design • SEAT—Spring steel construction, removable heavy air foam cushion with weather resistant leatherette cover • LEAF MULCHER—Attachment available • REAR DRAW BAR—Attachment for towing • SHIPPING WEIGHT—Approx. 200 lbs. • COLOR—Two-tone Turquoise blue green



**Out-runs, out-mows,  
out-dates every other  
rider on the market!**

*see the complete performance-feature story on the other side...*



MODEL 711 "ST. ANDREWS"

# Excello

24"

rotary  
riding  
mower



power mower field trials prove  
**EXCELLO LEADERSHIP**

Here at last—the riding mower you've been looking for. In actual field tests, conducted over all types of terrain, Excello proved superior to all leading competitors! Excello quality and sturdy construction can take it under the roughest operating conditions. Its special engineering and performance features take the effort out of lawn cutting. You'll be proud to own and drive an Excello with its streamlined beauty and compact, easy-handling design... the riding mower that moves ahead of all others, like a quality sports car!

## FIRST in Performance!



BLADE DISENGAGES. DRIVE  
IT ANYWHERE IN SAFETY



EXTRA POWER TO SLASH  
WEEDS LIKE A BREEZE



TRIMS EXTRA CLOSE TO  
TREES, FENCES, BUSHES, ETC.



DRAW BAR ATTACHMENT.  
PULLS EXTRA LOADS EASILY



BACKS OUT OF CORNERS  
OPERATES IN SMALL SPACES



THREE WHEEL DESIGN FOR  
TIGHT TURNING MANEUVERS



EVEN CUTTING FOR THAT  
SMOOTH COUNTRY CLUB LOOK



CLIMBS TOUGH SLOPES.  
STABLE WIDE-WHEEL DESIGN

## FIRST in Features!



CAST ALUMINUM HOUSING



"JET-SPRAY" SIDE CHUTE



SHORT-SHIFT CLUTCH CONTROL



FINGERTIP HANDLE THROTTLE



FOOT PEDAL CLUTCH RELEASE



TOUCH-SHIFT BLADE CONTROL



STURDY AUTO-LIFE GEAR BOX



DIAMOND CHAIN  
TWIN SPROCKET DRIVE

## BUILT FOR RUGGED LONG-LIFE CONSTRUCTION

here are just a few of the  
many Excello plus features

- HANDLEBAR STEERING ASSEMBLY—sensitive, accurate, safety designed with easy sure grip
- HANDLE THROTTLE CONTROL—a complete range of speeds at your fingertip
- THREE WHEEL DESIGN—for maximum maneuverability, tight turning radius
- SAFETY SHIELDED—all moving parts safely enclosed
- STURDY CAST ALUMINUM CONSTRUCTION—housing, wheel hood and side panels, built for long life service. No shake or rattle, won't rust or dent
- SILENT MUFFLER—assures super quiet operation
- BLADE HEIGHT ADJUSTMENT—easy single bolt change on all wheels
- FOOT PEDAL CLUTCH RELEASE—disengages clutch, aids braking action
- "EXCELLO-MATIC" TRANSMISSION—extra sturdy, instant acting
- FREE-WHEELING RIDING—blade can be instantly disengaged, mower driven anywhere like a car or tractor
- SIDE EJECTION CHUTE—no more clods or clumps, leaves lawns almost smooth as a putting green
- WIDE TREAD SURE-GRIP TIRES—tread softly on the lawn, aid climbing steep rough terrain
- FACTORY GUARANTEE—NATION-WIDE SERVICE ORGANIZATION—expert mechanics and parts service anywhere

# Excello

compare

...you'll see why

it's your best riding mower buy!

FIRST IN QUALITY SINCE 1902  
**HEINEKE & COMPANY**  
SPRINGFIELD, ILL.



## J. C. Peoples Dies in Knoxville

JESSE C. PEOPLES, vice-president of House-Hasson Hardware Co., wholesalers in Knoxville, died April 27. He was 64 years of age.



J. C. Peoples

Mr. Peoples had been stricken with a heart attack while attending the convention in Palm Beach. After a brief stay in the hospital there he returned to his home.

Mr. Peoples joined House-Hasson in 1929 and traveled for a number of years. For the past 20 years he has headed the company's buying department.

## Wood Shovel & Tool Co. Names District Manager

THE WOOD SHOVEL & TOOL CO., Piqua, Ohio, announces the promotion of Robert Fultz from sales



Robert Fultz

representative to district sales manager for North Carolina, South Carolina, Tennessee, Northern Alabama, and Mississippi. His headquarters are at Charlotte, N. C., it was announced.

Fultz is a graduate of the University of Alabama. Prior to joining Wood, he was with Petroleum Engineering Service, Petroleum Tank Co., and New Holland Machine Co. He is now responsible for all sales of Wood's Tru Blu shovels, wheelbarrows, post hole diggers, lawn sweepers, and other tools to both the industrial supply and hardware fields in the states named.

## Boston Woven Hose and American Biltrite Merge

THE MERGER OF Boston Woven Hose and Rubber Co. into American Biltrite Rubber Co., Inc., became effective April 25, it was announced by Maurice J. Bernstein, president of American Biltrite Rubber Co., Chelsea, Mass.

The activities of Boston Woven Hose are being carried on without interruption through a separate division of American Biltrite known as the Boston Woven Hose Co. Division, with the former officers of Boston Woven Hose continuing as officers of the division.

## Travelers Whoop It Up



Members of the Southeastern Travelers Club lived it up in usual style at the club's annual spring dance held recently at the Grady Hotel in Atlanta. Among those pictured above are: Mr. and Mrs. Clarence Myers; George Stanley; Mr. and Mrs. Bob Fye; Mr. and Mrs. J. T. Cobb; Mr. and Mrs. J. R. Amond; Mrs. Dick Lester; Mr. and Mrs. Jack Lynam; Mr. and Mrs. Hugh McKane and Harold Edge. The club is composed of salesmen calling on hardware, electrical mill supply, and plumbing distributors in the Southeastern states

it's easy to...



**RING THE  
BELL  
in 1957**

**Serves  
Youth**

...with **SIEBERT** action toys

they've got **TOY APPEAL!**



**RUGGED APPEAL**

A-18 Convertible Train-a-Bike  
... changes from boy's to girl's with  
mere lifting out of the crossbar ...  
removable trainer wheel.



**EYE APPEAL**

763 Polka Dot Stroller  
... "fringe on top."



**STYLE APPEAL**

7-60 Road Cadet  
... high class  
action-styling



**GROWN-UP APPEAL**

732 Princess Doll Carriage  
... with "air-glide" ride.



The **SCORE** for Siebert Action Toys —  
TOY APPEAL all the way down the line.  
The **SCORE** for you —  
sky-high values at down-to-earth prices that  
are bound to bring in **BIG PROFITS**.

**Sieberts Sell . . . So Sell Sieberts**

**SIEBERT**

GARDNER, MASS.

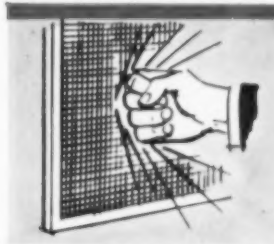
PERMANENT SHOWROOMS

SPACE 1537, AMERICAN FURNITURE MART, CHICAGO  
SPACE 305, NEW YORK FURNITURE EXCHANGE, NEW YORK  
SOUTHERN PLANT — ALEXANDER ST. & VICTORY BLVD., PORTSMOUTH, VA.  
SPACE, 5TH FLOOR SOU. FURN. EXPOSITION BLDG., HIGH POINT, N. C.

WRITE DEPT. SH-6

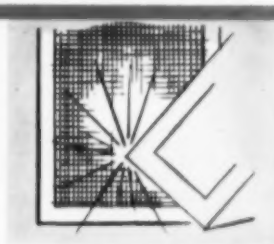
# Presenting...the newest member of the USS CYCLONE SCREENING family

Two famous names combine to give you *quality* FIBERGLAS Screening. Here is screening that means greater public acceptance, more sales and profits for you. It is not a plastic. It is made from pure glass fibers—coated with vinyl—woven and bonded. Hundreds of glass fibers are combined in each strand. No other screening gives these six definite advantages:



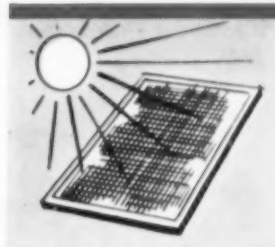
1. SNAP-BACK TENSION

Fiberglas Screening always snaps back without a wrinkle, always keeps in shape. The weave—**permanently locked in place**—won't ravel or stretch, shrink or shift.



2. DENT-PROOF

Fiberglas Screening withstands all kinds of wear and tear, stress and strain, without bulging or denting.



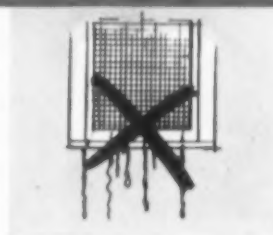
3. GLARELESS

Fiberglas Screening gives better visibility. It's easy on the eyes and adds to the beauty of any home.



4. EXCEPTIONAL STRENGTH

Although easy to cut and easy to use, Fiberglas Screening has superior strength. This is maintained even after prolonged exposure to heat, weather, water and aging.



5. NO STAINING

Glass and its vinyl coating contain nothing to cause staining. Fiberglas Screening thus reduces the chance of disfigured frames, sills and side walls.



6. RUST PROOF

Fiberglas Screening can never rot or corrode. Rain, salt air, sun, frost or industrial fumes cannot affect it.

These are sound reasons why you should handle USS CYCLONE FIBERGLAS Screening for window screen and screen door requirements.

And remember, USS CYCLONE has a full line of *Aluminum, Bronze and Galvanized* screening, too. Write for our descriptive booklets today.

CYCLONE FENCE DEPARTMENT, AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL  
WAUKEGAN, ILLINOIS • SALES OFFICES COAST-TO-COAST • PACIFIC COAST HEADQUARTERS—OAKLAND, CALIF.  
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

## USS Cyclone FIBERGLAS® Screening

UNITED STATES STEEL

Cyclone Fence  
Waukegan, Illinois



Please send me complete information on  
USS CYCLONE FIBERGLAS Screening. Also on:  
Aluminum Screening ☐  
Bronze Screening ☐  
Galvanized Screening ☐

Name

Company

City  State

## Building Materials Reference Library Offered Dealers by Southern States

SOUTHERN STATES Iron Roofing Co., building material distributors with headquarters in Atlanta, Ga., is now offering to building material dealers throughout the South a handy reference library on major building material lines.

Entitled "SSIRCO Fact Folders," Southern States is offering a series of 19 file folders designed for every dealer's filing cabinet. SSIRCO plans to mail the folders to building material dealers throughout the South at two-week intervals, as well as placing them in the hands of their salesmen for delivery to any dealer who wishes to set up such a file. Starting with fact folder number one, containing product information on aluminum roofing, SSIRCO will offer informational folders on:

- Aluminum roofing and siding
- Asphalt products
- Cedar shingles
- Garage doors
- Gates—farm and industrial
- Glass fiber panels, panes, domes
- Gutter, pipe and accessories
- Hardboard products
- Insulation—duct and pipe
- Insulation—flexible residential
- Insulation board
- Louvers and ventilators
- Nails
- Polyethylene
- Plywood
- Screens—aluminum
- Stairways
- Steel roofing and accessories
- Wall panels—baked enamel

The purpose of the fact folder reference plan, according to Lee Bartholomew, vice-president in charge of the SSIRCO Warehouse Division, is: "To help our dealer customers by preparing for them, a handy, useful reference library on building materials. We feel that by providing this initial service for dealers, they will be able to maintain current information systematically and, at the same time, place our dealer friends in a better position to more profitably service their customers.

"The folders are available to any dealer from our local service representative at any warehouse location or our general office, free of

charge. After the fact folder distribution is completed, we will endeavor to keep them current through the mailing of the latest product information to those dealers using the prepared product reference library developed by SSIRCO," Bartholomew concluded.

## Name Change Approved for Aluminum Goods

STOCKHOLDERS of the Aluminum Goods Manufacturing Co., Manitowoc, Wis., at their annual meeting at Flemington, N. J., voted in favor of changing the name to Mirro Aluminum Co., according to an announcement by W. F. Bugenhagen, company president. The new name will become effective December 31, 1957.

## John T. Everett Co. Names New Field Sales Rep

WILLIAM JAYNE has been appointed hardware field sales representative by the John T. Everett Co., according to a recent announcement from W. N. Wilkerson, president of the firm which headquarters in Memphis and has offices in Houston and Atlanta.

A native of Memphis, Jayne held sales and buying positions with Orgill Brothers & Co. and Hungerford Furniture Co. prior to joining the Everett organization. He will cover the Carolina territory, making his headquarters in Charlotte.



Jayne

## Martinson Retires from Atkins Saw

A. L. MARTINSON, hardware sales manager for Atkins Saw Division, Borg-Warner Corp., retired recently after 18 years service with the company.

Martinson joined Atkins in 1939 as a hardware division salesman, later moving up to West Coast division manager and finally into the hardware sales manager spot.



A. L. Martinson

Prior to joining Atkins, Martinson was connected with the Marshall Wells Co. in Minnesota.

## Carlson Products Elects Abramowitz President

WILLIAM L. Abramowitz has been elected president of The Carlson Products Corp., Cleveland, Ohio, Brigham Britton, chairman of the board, announced recently.

Britton has been president and chairman of the board of Carlson Products since founding of the company 21 years ago.

## Sherwin-Williams Breaks Ground for Texas Plant

GROUND WAS broken in April for a new Sherwin-Williams Co. paint, varnish, and lacquer factory and wholesale distribution center at Garland, Texas. The three million dollar group of buildings is expected to be in operation early next year. The new facilities in the Dallas area will replace Sherwin-Williams' present Dallas plant.



# EVANS TAPES

WHITE

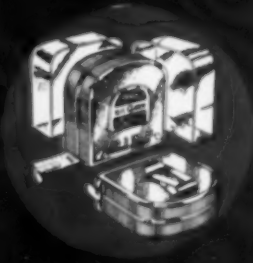
## 6, 8, 10 and 12-Ft. POCKET TAPES

A size for every use. Top quality workmanship. The pace-setters of the pocket tape field.



## KING-SIZE 10-Ft. and 12-Ft.

Something NEW.  $\frac{3}{4}$ " wide blade permits higher upright measurements. EXTRA: The Evans KING-SIZE is equipped with a removable SELF-CLIP.



## LONG TAPES 25, 50, 75, 100-Ft.

Vinyl leatherette covered, special hook-ring attachment, chrome-plated winding reel and double roller mouthpiece. Stainless steel edge band.



## AND ALL THESE EXTRAS

**DISPLAYS** — all Evans packaging unfolds into multicolored displays which hold and sell Evans White-Tapes.

**THE LARGEST NATIONAL CONSUMER ADVERTISING CAMPAIGN IN STEEL TAPE HISTORY** over 100,000,000 ads on Evans Tapes EVERY YEAR!

The only complete quality line of white steel tapes with ALL these sales features

- Plastic Utility Cases
- Double Markings



Work in feet and inches? Read here.



Work in inches? Read here.

- Sliding Hook — For Accurate Inside-Outside Measuring



- Chrome-Plated Cases
- Guaranteed Unconditionally
- Replaceable Blades In All Sizes
- Snow-White Blades — Jet Black Markings

## RETAILERS REPORT *Evans* THEIR BEST-SELLING TAPE LINE ... BY 2 TO 1!

In a recent survey, thousands of retailers were asked:

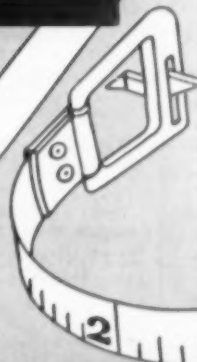
- 1) Which brand of tape sells best?
- 2) Which manufacturer does the best packaging and merchandising job?

By two to one, dealers said Evans outsold all other lines!

They rated Evans America's best packaged, best merchandised tape line, too!

Evans was first to foresee the volume sales possibilities of steel measuring tapes. Evans "firsts" ... in products, packaging, pricing and promotion ... took tapes out from under the counter — and dressed them to go places. The result? A tremendous sales increase for Evans' dealers — thanks to the public's new "tape-consciousness" produced by Evans advertising and merchandising.

Are you taking full advantage of this proved, profit-rich market?



*Evans* RULE CO.

403 Broadway Street, New York 14, N.Y.

# in the hobby horse field **WONDER** stands out!

## Here's Why the **WONDER HORSE** Leads by Lengths

- \* *Patented Magic Spring Action*—  
the inimitable feature that gives a rocking, bouncing, rollicking ride children love.
- \* *Sturdy Construction and Quality Materials*  
make The Wonder Horse one of the most durable toys on the market.
- \* *Vigorous Promotion*  
on coast-to-coast TV, in national trade and consumer magazines has made The Wonder Horse a household word.

*Be sure to get the real Wonder Horse—  
avoid imitations*



### The WONDER HORSE DELUXE

This gleaming palomino charger is irresistible to children 1 to 7. Molded of extra-tough plastic that takes weather—and rough-riding—in stride.

Model #20 Chrome Base.....Retail Price \$29.95

Model #22 Copper Base.....Retail Price \$27.95

### Stock the Complete Wonder Horse Line



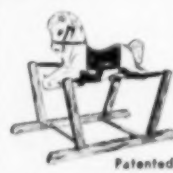
Patented  
**THE BLUE RIBBON  
WONDER HORSE**  
Model #60 (Copper Base) \$34.95  
Model #61 (Chrome Base) \$36.95



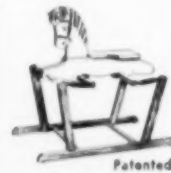
Patented  
**THE WONDER  
MARE**  
Model #40 (Metal Base) \$19.95  
Model #41 (Wood Base) \$19.95



Patented  
**THE WONDER  
HORSE REGULAR**  
Model #10 \$14.95\*



Patented  
**THE WONDER  
PONY**  
Model #30 \$10.95\*



Patented  
**THE WONDER  
CAYUSE**  
Model #50 \$9.95\*

\*Slightly higher Far West and Northeast.



MANUFACTURERS • COLLIERVILLE, TENN. • SUBURB OF MEMPHIS

Look for the trademark identifying The Wonder Horse—  
the original spring-suspended hobby horse.

**WONDER PRODUCTS CO.**

New York Office • 200 Fifth Ave. Bldg. • Rm. 251



# Lamson's New Serve Yourself Bolt Trays For Your NRHA-Built Island Displays



## THE ASSORTMENTS

- ★ Carriage Bolts
- ★ Machine Bolts (small)
- ★ Machine Bolts (large)
- ★ Cap Screws
- ★ Stove Bolts

Each assortment comes complete with a tray. Trays may also be purchased empty. Stands for holding four assortments are available.

Convenient? Yes! Right for your store? Absolutely!

This new Serve Yourself Bolt Tray and its contents overcomes every objection you ever had toward handling bolts and nuts.

First, the trays fit the standard "islands" and other displays approved by NRHA.

Second, the Serve Yourself Bolt Tray contains the

fastest-selling items in the fastest-selling sizes.

Third, all products are brite-plated for clean, easy handling and the nuts are on!

Fourth, there's no price penalty for brite-plating for all products come in small-quantity cartons (10 to 50 pieces each) and are in stock at your distributors waiting for your order.



# The LAMSON & SESSIONS Co.

1971 West 85th Street • Cleveland 2, Ohio  
PLANTS AT CLEVELAND AND KENT, OHIO • BIRMINGHAM • CHICAGO

# TWO GREAT NEW BRUSH IDEAS



Item #5657

colorfully display packed



Item #5664

Empire sets the pace again with these two exciting brushes. New, **All-Plastic Scrub** in attractive kitchen colors. Block and bristles in durable styrene. New, **Vegetable and Hand Brush**. All polyethylene, completely molded in one piece. Attractive kitchen colors. Each brush packed in counter display carton, assorted colors. For all the best brush ideas, see the complete Empire Brush line at Booth 130-132-134, National Housewares Show, Auditorium, Atlantic City.

All your brushes from one dependable source

**EMPIRE BRUSHES, INC., PORT CHESTER, NEW YORK**

**EMPIRE**



**NEW MODEL 4100...  
WITH YANKEE-STYLE BIT HOLDER**



**For Screw Driving...**  
Versamatic increases power 7 times—will drive the heaviest screw with ease. It reverses for screw removal.



**For Nut Running...**  
**On or Off...**  
Use 1/8" adapter furnished... drive socket attachments. Fast, safe. Works just like a power wrench.



**For Heavy-Duty Drilling...**  
Attach 1/2" Chuck (not included) and light tools will perform heaviest drilling jobs. Drive hole saws, masonry bits, etc.



**For Power Tapping...**  
Secure tap in 1/2" chuck—Versamatic will drive it through toughest material. Reverse to remove tap by power.

*Supreme*  
**Versamatic®**

**REVERSIBLE SCREW DRIVER and  
SPEED REDUCER FOR POWER DRILLS**

Fits all portable drills... reduces speed, increases torque seven times.



**Biggest Profit-Maker in Drill Attachments...  
Every Power Drill Owner Needs One!**

The Supreme Versamatic does more than perhaps any other power drill attachment on the market. It is a reversible screw driver; a nut-runner; and a speed reducer for heavy duty drilling. Now, in Model 4100, it is available with the improved yankee-style Bit Holder that permits instant bit and tool change.

Since its introduction Versamatic has been a real hit with both professional and amateur mechanics. Versatility is the key to Versamatic success. It does things that were formerly impossible with anything but expensive single-purpose power tools. And it does these things well... offering safety to operator and work while performing incredibly fast and accurate work.

**A real hardware Seller!**

Versamatic sells! Versamatic sells because it does jobs that cannot be done with any other tool of comparable price. The

dealer gets plenty of help. There's a high-powered counter display—free! There are ads in leading magazines. Best of all there's word-of-mouth selling that creates a demand for Versamatic. Sell one—that sale produces two more.

Ask your jobber about Versamatic. Show him this ad—tell him you want in on this high profit tool. Display Versamatic soon.



**LIST PRICE JUST \$14<sup>95</sup> COMPLETE**  
**MODEL 4100 PARTS**

Part No.	Part Name	List
4029	Wrench Pin	.20
4074	Med. Duty Slotted Bit	.70
4072	No. 2 Phillips-Type Bit	.80
4076	1/4" Square Drive Adapter	.80

**PARTS AVAILABLE AS "EXTRAS"**

4070	Light Duty Slotted Bit	.70
4075	Heavy Duty Slotted Bit	.70
4071	No. 1 Phillips-Type Bit	.80
4073	No. 3 Phillips-Type Bit	.80
4077	3/8" Square Drive Adapter	.90
4078	Screw Driver Bit with "Finder"	1.80

**Important!** Versamatic is equipped with "yankee-style" Bit Holder. Bits listed above are standard hardware items available in most hardware stores.

**SUPREME PRODUCTS CORPORATION, 2222 S. Calumet Avenue, Chicago 16, Illinois**

popular science

popular mechanics

handy man's home manual

carpentry handbook

true's workshop projects

american builder

architectural record

boat & equipment news

mill & factory

progressive architecture

school shop

snips

yachting



## STOCK THE SCREWS THAT ARE PRE-SOLD FOR YOU!

Month after month after month, fastener customers by the millions are being told the Southern Screw story . . . Many thousands of Southern users—some of them your customers—have written to Southern for the free Technical Chart No. 4 to receive reliable and valuable information on how to select and use wood screws and sheet metal screws.

So Southern is doing a double-barrelled selling job—helping "educate" your customers so they will make better use of more screws **!!!** telling them about Southern's quality, permanence, and availability in leading hardware stores nearby.

Stock the screws that are pre-sold for you! Sell the FULL Southern line that's:

- Precision-built of finest materials;
- Packaged with the EZ to C<sup>®</sup> Label system;
- Pre-sold by powerful, consistent advertising;
- Shipped to you quickly from stock.

Write for Southern's Catalog and new Package Stock Guide.

Address: P. O. Box 1360-SH, Statesville, North Carolina

WOOD SCREWS • ROLL THREAD CARRIAGE BOLTS  
WOOD & TYPE U DRIVE SCREWS • HANGER BOLTS  
MACHINE SCREWS & NUTS • A & B TAPPING SCREWS  
DOWEL SCREWS • STOVE BOLTS

Sold through Leading Wholesale Distributors

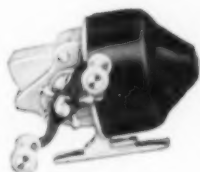
Warehouses:

NEW YORK • CHICAGO • DALLAS • LOS ANGELES





## Bronson Spinning Reels



**Bronson Spin-King**

**No. 700—\$19.95.** Exclusive "Crank-O-Matic Clutch" for full-time line control. No line twist, no backlash. Star drag.



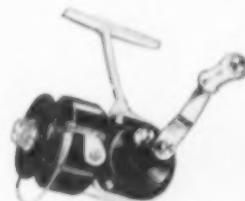
**Bronson Mate**

**No. 900—\$15.95.** New! With free-flow action and Dial-a-Drag—the easiest, surest drag-setting device ever made!



**Bronson Jet**

**No. 500—\$14.95.** Precision made with click-type spool-slip drag that's super smooth under any tension. Full-bail pick-up.



**Bronson Buddy**

**No. 800—\$9.95.** Extremely compact! Weighs only 6½ oz.—yet takes 150 yds. 6-lb. monofilament. Click-type spool-slip drag.

### Sell 'em all—a family at a time

Why settle for single sales, single profits—when it's so easy to sell Bronson spinning reels a family at a time?

You can show a Bronson spinning reel for everyone—beginner, expert or just plain angler. You can point out the superior Bronson engineering and craftsmanship that pay off in sales and customer satisfaction. And you can outfit every member of the family

because you have a complete range of prices and models.

Consistent, hard-hitting Bronson advertising is paving the way for your family sales. Fishermen everywhere are being sold month after month on "fishing fun is family fun... especially with a Bronson." So get those multiple sales, and profit with Bronson—a family at a time.

BRONSON REEL COMPANY • BRONSON, MICHIGAN

Division of Higbie Manufacturing Company

**Bronson**  
FISHING REELS

FOR THE NEW FAST-TURNOVER ITEMS—LOOK TO YALE!

**NOW-IT'S THE YALE**

**197**  
**197 $\frac{1}{4}$**



New Yale Deadlocks. No. 197 $\frac{1}{4}$  (below) and No. 197 (above). Cylinder (left) is Yale No. 1109; 5-pin tumbler, can be masterkeyed.



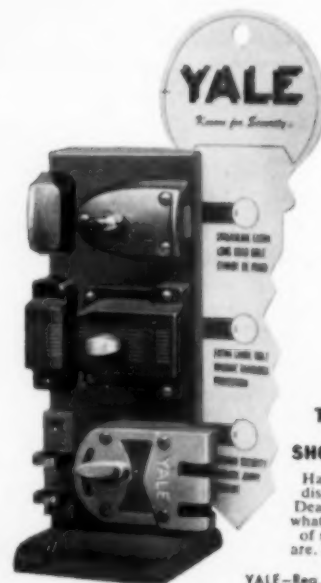
## TWO NEW DEADLOCKS —MASSIVE IN DESIGN

Insurance companies recommend them for stores, apartments, warehouses, service stations, offices. And no wonder! No. 197 $\frac{1}{4}$  has extra-heavy locking jaws; two hardened steel bolts; inside cylinder and outside cylinder for double protection; almost unlimited key changes. No. 197, also massive and provided with two hardened steel bolts, operates by key from outside, by large, positive-action lever knob from inside. Both of these new Yale Deadlocks are easy to install in 1 $\frac{3}{4}$ " to 3" doors of either hand, and double-sliding doors. Rustless case, bronze finish. (For chrome finish, order Nos. 198 $\frac{1}{4}$  and 198.) Stock these super-rugged Yale Deadlocks now—recommend them to customers who need *sure* security.

**For today's big doings in locks and hardware—LOOK TO YALE!**

The Yale & Towne Mfg. Co., Lock & Hardware Div., White Plains, N. Y.

**YALE & TOWNE**



**TO SELL  
THEM...  
SHOW THEM!**

Handy counter display of Yale Deadlocks shows what powerhouses of security they are. Put yours up!

YALE—Reg. U.S. Pat. Off.



# These famous shooters...



## help you sell Peters "High Velocity" 22's

Burnett P. "Hipshot" Hall  
Newport, Tenn.



## boost your Peters "High Velocity" shotgun shell sales

Paul Fullop,  
Carmi, Illinois



## support your Peters "High Velocity" center fire sales

John A. Hunter,  
world famous lion hunter,  
Kenya Colony, Africa



THESE well-known guides and hunters know the value of power and accuracy in their ammunition. That's why they all choose Peters "High Velocity" when they are out after woodchucks, ducks or even lions.

And what's more important they have been telling your best customers why it pays to shoot Peters. Colorful and interesting testi-

monials appear monthly in the nation's leading outdoor books. Testimonials that survey after survey prove shooters read and believe!

It's a powerful sales story for you that means bigger Peters sales. Check your stock now. Make sure you have a good supply of the entire Peters line. More of these exciting ads are on the way. They'll mean more sales than ever!

# Peters

*sales*  
**PACKS THE POWER!**

PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.





..... spiral wrapped  
single loop

## Reap a harvest of profits with **DIXISTEEL** Bale ties—Coiled baling wire

TRADE MARK

ASAE standard  
specifications .....



**Dixisteel Coiled Baling Wire is now available for these automatic balers:**

- John Deere
- Oliver
- New Idea
- International Harvester
- Minneapolis Moline
- New Holland

Cattle raising continues to increase in Dixie. This calls for more hay and forage. The result is greater demand for bale ties and baling wire for automatic balers.

Be ready when harvest time comes. Have plenty of DIXISTEEL Bale Ties and Coiled Baling Wire in stock. Order now from your hardware wholesaler or jobber.

**ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA**

## *With browsing room for the ladies,* **Housewares Sales Go Up**

**A** HOUSEWARES department, set up especially to satisfy the women customers' love of browsing, is considered the most profitable department in the Kib Warren, Inc. store in Shawnee, Oklahoma.

"Women like to have plenty of time to look at housewares before buying, and they prefer to do their browsing without interference," said Joe Warren. "Most dealers with a large housewares department know this, and do the best they can for women customers by

**By Sophie W. Ellis**

placing the housewares department at the front of the store.

"But, in my opinion, that's not enough to please them. We tried it out in our store—tried it long enough to learn that the flow of customers in and out of the front door interferes with leisurely browsing in housewares. We moved the housewares department up to the balcony, put it in charge of three saleswomen, and volume



Lady ascends the carpeted stairway to the housewares department where she will "look around" at leisure. Saleslady shows her a line of quality utensils — also suggests a cleaner



**Modernized displays, a layaway plan, and an incentive system for employees have made housewares the most profitable department in this Oklahoma store**



The department carries the very latest in housewares, and demonstrations are held daily to feature such items as coffee makers, fryers, etc. Customer, in top photo, pauses at the demonstration table before continuing her shopping for items at the counters of gift and glassware and at the well-stocked shelves of kitchenware

started climbing immediately."

The entrance to the upstairs department is unusually inviting. A broad stairway, thickly carpeted, leads up from the center of the middle aisle. Warren keeps that dramatic entrance enticing by refinishing the handrails often and replacing the carpet when it becomes worn.

At the top of this luxurious stairway, women find a housewares department where demonstrations go on every day, and where they find the newest wares available anywhere in the country.

Warren has a rather unique system to insure his displaying the best in the newest housewares. His sales people do the buying—the men and women whose salaries are augmented by two percent of the gross volume.

"I go to market," he said. "When I return, I tell my people what I saw and what they should look for when the distributors' salesmen call with their catalogs and samples. The three women in the housewares department have learned from their customers what women like to look at and what they buy after a long, leisurely look in the upstairs department that was planned especially for them."

An illustration of how women respond to the finer, more expensive housewares is seen in the current display of steel-covered copper ware. Women like stainless steel, Warren believes, and they also like the even heat distribution that copper ware offers. "But they do not like the difficulty of cleaning copper," he states.

"The new copper-encased-in-steel ware is enjoying immediate popularity, despite prices that range from \$10.45 to \$14.95 for saucepans. Several times recently customers have driven from distant large cities to buy this ware, after listening to the store's radio spot announcement.

"I don't believe this expensive ware would have caught on so fast," Warren said, "if our housewares department were not in its private, upstairs section, where women can take all the time they want to learn about new things. The saleswomen in charge have the answers to all their questions, and plenty of printed literature from manufacturers to hand out."

(Continued on page 53)





Display of power mowers at front entrance leads to appointments for home demonstrations. Manager Taylor shows lady one which he will demonstrate on her lawn

the method has been successful enough to ring up the sale of about 200 power units annually. Other lawn and garden supplies are selling in proportion, the business being built largely around power mowers.

"Anyone who needs a power lawn mower needs a lot of accessories to maintain the lawn and garden," Taylor states, "and if we can sell the mower, we then have the inside track in the sale of the

(Continued on page 54)

## Home demonstrations are selling 200 Power Mowers Annually

WHEN A WOMAN prospect telephones Mississippi Hardware Co., Vicksburg, and says she wants to buy a power lawn mower, the natural inclination is to close the sale at once if possible. However, Richard Taylor, merchandise manager and the man who sells most of the power mowers, doesn't do that. Instead, he makes an appointment

By Ruel McDaniel

with the prospect. In filling the appointment, he hauls at least two power mowers to the prospect's home. Usually he carries three or four different models.

That is an example of the way Taylor sells power mowers. And



Prospect is attracted to store's outdoor display of mowers. Heavy-duty mowers, left, are displayed outside also, and draw considerable traffic





Brooks Whitten throws up a hand and backs away when a trading stamp plan is mentioned. After participating in a stamp plan for one year at a net cost he figures at \$600 a month, this dealer gave up the plan entirely

**T**AKE ON a stamp plan?

No, thanks. Not again. One year was plenty—and then some. I wouldn't try a stamp plan again for anything. To say it was unsatisfactory would be putting it mildly. It was a thorn in our side.

Stamp plans may work all right for some stores—food super markets, for example. But frankly I don't see how they can pay their way in a hardware store. Of course, there may be hardware stores where they are paying off with a substantial increase in sales. But even in those cases I wonder if the increase in sales is worth the price of the headaches.

Let me tell you about our experiences with a stamp plan. I believe our case is a typical one. If you are considering a stamp plan for your store, our experiences may help you in reaching a decision. At least you won't be rushing blindly down a rough road.

We took on the stamp plan in August, 1955, when the stamp craze was first sweeping through Memphis. But first let me give you a little background.

We have two large stores in East Memphis about a mile apart, but we decided to test the stamp plan only in the store at 549 South Highland Street. This store has more walk-in traffic than the other store, at 2909 Park Avenue, is in a

larger and busier neighborhood shopping district and conceivably would benefit more since the stamp promoters said four or five other firms in the same shopping area would offer the same type stamps. But it just didn't work out that way.

The stamp promoters gave us the customary sales pitch. They said the stamps would increase business "at least 20 percent." Now every hardware dealer is interested—or should be interested—in increasing his sales volume, no matter how high it is at the moment. We enjoy a large volume—a volume that is growing all the time—yet we figured if we could boost it another 20 percent with the stamp plan it would be very nice indeed.

It was a rosy picture as painted then. But now I hate to even think about it.

## The Pros and Cons

# Trading Stamps? Not for Me!

By Brooks Whitten

Whitten Bros. Hardware Co.  
Memphis, Tenn.

The stamp plan not only didn't increase our store volume the "conservatively" predicted 20 percent—it didn't increase our volume one percent, as far as we could determine.

But it did cost us about \$600 a month to participate.

That's right—about \$600.

Maybe you can stand that sort of extra expense without increasing sales. But we can't. And we don't intend to. That's why after a year's trial we gave up the stamp plan.

Some dealers think once you get involved with a stamp plan it's hard to get out of it. It isn't hard—it's easy. Just get out—period. You'll find more of your customers congratulating you than criticizing you. At least that was true in our case. Many of our customers asked why we ever got in with the

(Continued on page 55)

## Viewpoint

In recent months, trading stamps have posed one of the most controversial issues in retailing. The evils of the various stamp plans or their purported advantages have been appraised from virtually every angle by a multitude of publications. Meanwhile, agitation for restrictive legislation has been great. In the accompanying article SOUTHERN HARDWARE presents the actual experiences of one dealer in operating a stamp plan and his resultant estimate of the plan's value



A water system is in action at all times. The window display has attracted customer, and at right, an over-the-counter sale is closed as he makes cash down payment to Owner A. B. Marsh. Below, Marsh shows him a letter from a satisfied user



"Each one sold means \$1,000 volume beyond its own sale . . ."

## Promoting Water Systems

SEVEN DAYS a week, twelve months a year, promotions for water systems are in progress at Beebe Hardware & Furniture Co., Beebe, Arkansas. The reason: "Every water system sold, whether for running water in the house, the

By Sophie W. Ellis

barn, or the strawberry field, creates \$1,000 more volume beyond its own sale."

A. B. Marsh, owner, thus sums up why he keeps a water system in action, always, in the window or close to the first display, and why on Saturday he has another water system on the outside, gurgling water from its faucet.

Marsh never misses an opportunity to participate in special promotions, such as National Water Systems Month, or meetings called by manufacturers to keep dealers stimulated. He has been a leader in his area to consolidate other dealers, even those who handle competitive lines, into a friendly unit whose one purpose is to spread the profitable story of running water on the farm and a good irrigation system for better crops.

Breaking down his activities, the way he promotes National Water Systems Month reveals why he makes pumps add many thousands of dollars annually through the

sale of pumps and allied merchandise. A contest which the Arkansas Power & Light Co. used in cooperation with water system dealers was a feature of the 1956 National Water Systems Month. Registrants for the pump awarded by the utility company received a pink light bulb. The registration card revealed whether the signee was a prospect for running water. These cards were distributed to the water system dealers of the area. Marsh took his share of names, and then added to it by staging his own contest, from the store, for the electrical pump he offered. People registered throughout the month.

### Testimonial Letter

When a prospect demonstrated interest in pumps, Marsh took him to his desk and showed him or her a testimonial letter from a satisfied user of a pump he had sold. He collects these testimonials as he can. A few come unsolicited. Others come when he asks a user to drop him a few lines telling him how he likes the water system.

One of his pump customers, for





After the water system is sold, Marsh takes the opportunity to show purchaser kitchen and bathroom fixtures. Each sale can mean \$1,000 additional volume

three years, had suffered a total crop failure on his half acre of strawberries. This year after irrigating his half acre with a water system he had bought from Marsh, he showed a net profit of over \$700 on his small strawberry patch.

"Sitting down with the prospect to show him figures makes him think," Marsh said. "After I demonstrate the water system, I take him to my desk to talk it over—to show him that running water on the farm pays for itself in producing more chickens, more milk, more strawberries, more cotton, and more comfort in the home. I show the strawberry grower that with an irrigation system he can produce from three to five times more than without it."

Marsh sells two kinds of irrigation systems to go with the water pumps. One lets water into the rows, another acts as a sprinkler system. The latter is the one he sells more frequently because it suits the local terrain. He sells the aluminum pipes needed, helps the farmer install them, and then remains on the job until the water is turned on.

"I sell running water, not merely water pumps or irrigation systems. The sprinkler system is simple to install—quickly coupled and laid. It comes a little high, costing \$1.25 a foot. But it turns the customer in to a prosperous farmer who will have money to buy many things from his dealer."

In this area where drouth has taken its toll for three years, he is selling irrigation systems for practically all row crops.

"Every farmer who has installed irrigation shows a profit this year," he said proudly. "One of my customers who formerly had suffered heavily from the drouth now ships hundreds of thousands of strawberry plants all over the country. My irrigation system lets him do it."

Marsh is an enthusiastic pump salesman. He spends most of his time away from the store, calling on prospects. He does this all year in this area of diversified farming, where his customers have a strawberry crop in the spring and a fall cotton crop for another major "money season."

#### Community Project

He has done much to promote the community spirit among other dealers. Once or twice a year he and his competitors get together and call a meeting of farmers for a round table discussion of water systems. The last meeting was a farmers' breakfast, given at a local cafe. Representative farmers from various points of a wide territory were invited to hear the story of irrigation presented to them by good speakers. Manufacturers' representatives were present, and some of the dealers also had their own stories to tell.

"Irrigation on a wide scale must be a community project," Marsh pointed out. "Water system dealers should work together. We do in this area. We borrow merchandise from each other. This year pumps sold so fast that one day I found myself completely out. Didn't have

time to wait for the distributor to supply me. I just borrowed a pump from my neighbor dealer in the next territory. Then I turned around and helped him out when he needed help."

Marsh installs his own water pumps. His quotation is the installed price for pump, materials, and labor. He does the necessary electrical wiring for the pump. The customer builds his own pump house and protects the water system from freezing, often acting on advice from Marsh. He gives a one-year guarantee.

Marsh analyzes the prospect's pump needs—the volume of water needed, and the purpose for which it will be used. He stocks water systems for house and barn, but picks up irrigation pumps from the distributor. His stock consists of two shallow well pumps and two deep well units.

Many of his sales are over-the-counter sales, and he is set up well for this. The pumps in the window and in front of the store do their own demonstrating. It is interesting to watch people stop, look at the pumps, and then come in to talk about them.

"I never call on a cold prospect. Although I do spend much of my time talking pumps away from the store, I always contact definite prospects. I sell about 50 percent of these, and can bank on more for future sales."

Plumbing fixtures nearly always are bought soon after the water system is paid for. Marsh keeps an excellent display in a special department.

When he feels that a customer is capable of installing his own bathroom or kitchen plumbing fixtures, he aids him by laying out the installation parts on the floor and advising the customer of the procedure. However, he prefers to have a master plumber do the work, and always gives the customer the name of the one who installs most of the fixtures he sells.

Marsh offers water system repairs, and tries to answer service calls immediately. However, although he has sold the brand he now features for four years, and has installed many scores of them throughout his area, he declares that he never has had to repair a pump. A little adjusting is needed occasionally.



# Pre-Packaging Small Items

**Sales volume increased as this dealer began initial conversion to self-service**

*is stimulating added sales*

GORDON CLEAGE, owner of Five Points Paint and Hardware, Birmingham, Alabama, long has believed that pre-packaging would cure many of the hardware store's ills.

But he grew impatient waiting for manufacturers to come through, and recently began pre-packaging for himself on a small scale. He found it beneficial in many ways but doesn't plan to expand it appreciably.

Looking to the future when he will convert to semi-self-service, Cleage observed: "We began pre-packaging small items partly out of necessity and partly out of curiosity about the results.

"We were pleasantly surprised in most respects, but this conclusion is clear: pre-packaging must be done by the manufacturer. Neither the distributor nor the retailer has the time nor money for it."

Thus far Five Points Hardware has pre-packaged these items: nails, chrome cabinet fixtures, door pulls, hinges, brackets, padlocks, drapery fixtures, corded hanging sets for mirrors, and night latches.

Factory products pre-packaged include refrigerator trays, mixing bowls, dust mops, bath mats, drain trays, door knobs, bolts, screws, mousetraps, hooks and eyes, and plastic toys.

Advantages of pre-packaging are, as viewed by Cleage: increased visual selling; more attractive displays; more volume at better



Peg board is used to display packaged cabinet hinges, door pulls, etc. Here customer easily makes own selection



Nails pre-packaged in polyethylene bags and priced are selling 25 percent faster, according to Owner Cleage, despite the fact that the price has been increased

prices; partial self-service; reduction in soiled, shopworn items; and easier handling of small, loose items such as nails and screws.

Pre-packaging usually calls for higher prices, but Cleage reports the resultant increase in volume easily offsets this. Take nails, for example. Five Points Hardware previously sold nails for 22 cents a pound. When the store began pre-packaging them, the price was increased three cents a pound — and nail sales increased by 25 percent.

"That is strong evidence of the power of visual selling," Cleage asserted. "If the customer sees it, he'll buy it. The price has little effect."

Strictly from curiosity, Cleage pre-packaged padlocks. In a short (Continued on page 56)

# Developing a Modern Toy

**H**ARDWARE retailers searching for that extra source of profits might do well to investigate carefully the profit possibilities in toys. Sales of toys comprise a billion dollar plus market. One industry group, the Toy Manufacturers of the U. S. A., Inc., currently estimates that sales for 1957 should top the \$1.5 billion mark.

Of this impressive total, hardware retailers will account for possibly as much as \$100 million, and this share of the market will grow larger as the nation's population continues its tremendous expansion.

Past research by SOUTHERN HARDWARE has disclosed that among those hardware dealers handling toys, average annual sales

from the line amount to slightly more than \$5,900. Too frequently, however, toys are thought of as merely a seasonal line—the opportunity for year-'round profits being largely overlooked or unappreciated.

Toy sales do not stop with the end of the Christmas buying season. Children go on wanting and demanding toys. Doting parents—and especially grandparents—favor toys as gifts especially in the case of the infants and toddlers. It can be a year-'round proposition for any dealer willing to give toys year-'round attention in his store.

Admittedly, study of the market and reasonable planning for the dealer's type of trade is required. And there is competition, for other

lines of trade have capitalized on this year-'round market. Still the line is worthy of intensive effort, for gross profit margins are better than average, and turnover in a well-planned department or section is high.

Southern hardware retailers located in the small cities and towns which make up much of the South have a natural advantage in the promotion and sale of toys. Few of these towns are sufficiently large to support a department store or specialty store. Consequently, the hardware store is the natural and logical outlet for such merchandise in these communities.

Even among dealers already handling toys, however, too many give this line attention only in the

## Check List for the Toy Department

Crib toys	Building sets	Battery-operated toys
Rubber balls, blocks	Skates	Wheel goods
Plastic balls, blocks	Paint sets	Handicraft sets
Stuffed animals, toys	Dolls and accessories	Science sets
Small riding toys	Carriages	Toy cooking utensils
Pull-type musical toys	Strollers	Tea sets, dishes
Wooden toys	Doll houses, furniture	Toy kitchen appliances
Story books	Guns and holsters	Pool tables
Coloring sets	Mechanical trains	Archery sets
Coloring books	Electric trains, accessories	Sewing machines
Toy musical instruments	Costumes, play suits	Wading pools
Housekeeping toys	Games	Ironing boards
Gardening toys	Puzzles	Molded soldiers, animals
Swings and gym sets	Toy tools and sets	Sand toys
Mechanical toys	Sporting goods	Record players, records

# Department

five or six weeks sales season prior to Christmas. It is true that this period will account for 40% of annual toy sales. But failure to feature this merchandise throughout the remainder of the year can mean the loss of important added profits.

In a well-planned toy department gross margins on individual items will average about 40 percent, and with reasonable promotion inventory will turn from 3.5 to about four times a year.

There are some requirements which a dealer must fulfill if his toy department is to attract this trade. First, there can be no half-hearted, cluttered display of a few toys in some corner of the store. Adequate display must be allotted to a representative selection. Remember, toys like other merchandise must be kept fresh and clean and appealing to the buyer.

Buying need not be the haphazard thing some dealers may think it is. Individual toys, today, are manufactured for specific age groups and frequently are so labeled. This simplifies the dealer's selection problem — whether he

wishes to plan his inventory for a certain age group or to serve children of all ages.

Then, too, the dealer's wholesaler can be of real help in planning the stock for a toy department or section of a given size.

As recommended by the Toy Manufacturers of the U. S. A., a basic stock order might include the following: dolls and accessories; sporting goods; riding toys; non-riding cars, trucks, etc.; crafts

and sciences; games, pre-school toys; housekeeping toys; guns and accessories; costumes and play suits; record players; electric trains and accessories; stuffed toys; mechanical toys; doll carriages and strollers; picture books; doll houses and furniture; and musical toys.

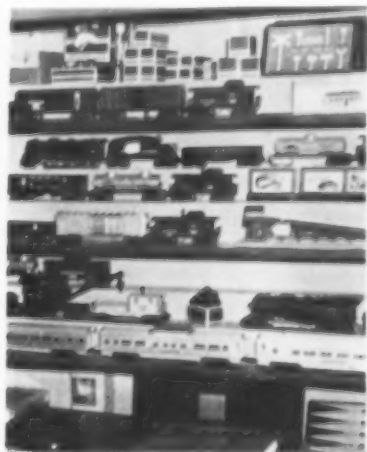
For dealers looking ahead to fall and Christmas business, now is the time to begin planning the toy department. Wholesaler supplies are broadest during this period.



Hardware stores are traditional outlets for the more expensive, better quality toys, and customers naturally visit hardware stores for toys



While the Christmas sales season is the peak period for dolls, they are popular gift items all year long and will give the dealer 12-month profits



Electric trains and accessories are important parts of a broad toy department. Layaway plans can be used in promoting this merchandise



Educational toys for the pre-school child are in year-'round demand, while other games and musical instruments are steady profit-makers for the store



Dolls, doll furniture, and beauty kits account for sizeable volume over the year. Among dolls the best sellers are those priced between \$4.95 and \$5.95. The store offers more expensive dolls, but includes only a few in inventory



Wheel goods and riding toys are frequently sold on store's layaway plan. Toys are promoted through distribution in the fall of a special toy catalog

## 12-Month

**C**HRISTMAS may come but once a year, but that doesn't keep Larry Allen from selling toys the year 'round.

Toys are a permanent department at the Memphis, Tennessee hardware store. They are stocked in quantity and promoted — like paint, housewares and tools.

While this is the first year for the Allen store to sell toys on a 12-month basis, already it's convinced that toys can be sold profitably in any season if the hardware dealer is willing to promote and develop the department with the same effort and zeal applied to other departments.

Sales figures prove it.

Sharing Larry Allen's enthusiasm is his father, C. H. Allen, with whom he is in partnership. The elder Allen is a hardware veteran with 37 years' experience.

The Allen decision to create a permanent toy department grew out of Christmas sales experiences. For several years the store stocked heavily during the holiday season and built up a regular toy trade.

"I realized there is a certain demand for toys all the time," Larry Allen explains. "One day I asked myself: 'Why put up the toys left over from Christmas and save them until the next year when there is the opportunity to sell so often for children's birthdays, parties, periods of illness and other occasions?'"

"It was a logical question and the year 'round department was the logical answer.

"I realized the number of toy outlets in Memphis is limited. Outside of the variety and drug stores, which handle only a limited amount of cheaper toys, customers have to buy their toys from department stores and the few real toy stores available.

"I decided to go full-time on toys before last Christmas, and purposely added to what I expected would be my normal carryover so I would have a nucleus for the new



# Profits from Toys

department after the holidays. In previous years I had tried to dispose of my Christmas carryover except for the wheel goods and the more popular games that I stocked the year 'round.

"Disposing of the Christmas carryover at reduced prices naturally cuts heavily into profits. I am sure it's this fear of a heavy carryover and the dumping of the carryover at reduced prices that has kept most hardware dealers out of the toy market."

Allen pushes Christmas carryover items during the summer so he can start with as much new stock as possible the following Christmas. Soiled items are cut and sold as quickly as possible, but there's little price cutting otherwise.

"To enjoy a good Christmas volume, a carryover of some size is almost inevitable," Allen declares. "You have to buy in quantities sufficient to meet the heavy last-week rush the first year you stock Christmas toys because you are starting from scratch. And, of course, much of your profit is left tied up in this carryover. Yet, the next year you turn this stock over early in the holiday season and get your profit out of it eventually. If conditions are normal, the first

year's carryover will be your largest.

"Many hardware stores have tried toys and gotten completely out of the field in discouragement after one carryover because they saw their profits tied up. Yet another year's trial might have sold them thoroughly on the toy idea.

"I've found few new departments pay off handsomely the first year. You have to maintain a stock. The real profit starts coming the second and third years after you have built up trade.

"I sell toys of some description every day now because my regular customers know I have toys all the time. Incidentally, toys are excellent for getting more women customers in the store, too."

How does the Allen store promote toys? It uses advertising, displays and catalogs.

When the Allens decided to put in a permanent department, they took an additional listing in the yellow pages of the telephone directory. Under the toy heading, the store is listed as Allen & Son Toyland.

The store is L-shaped, with openings on two streets. While toys are displayed up front in windows flanking the main entrance, the toy department itself is in the wing of

the building opening onto a side street. Toys line a wall on three 26-foot shelves. Other toys, mainly wheel goods, are displayed on the floor. Regardless of which door the customer uses, he sees toys. This stimulates impulse buying.

Some toys naturally sell faster than others. What has been the Allen store's experience?

"Guns and holsters always sell well. I suppose boys will always want to be two-gun cowboys," Allen smiles.

Games of the monopoly and scrabble types also sell well, especially in the group from eight years up. Below that age level, it's mostly educational games and small wheel toys, with dolls, of course,

(Continued on page 51)

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## As Allen Views the Toy Business

"Many hardware stores have tried toys and gotten completely out of the field in discouragement after one carryover from Christmas because they saw their profits tied up. Yet another year's trial might have sold them thoroughly on the toy idea. I've found few new departments pay off handsomely the first year. You have to maintain a stock. The real profit starts coming the second and third years after you have built up trade. I sell toys of some description every day now because my regular customers know I have toys all the time. Incidentally, toys are excellent for getting more women customers in the store."

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Larry Allen promotes toys with the same effort and zeal applied to other departments. Taken out of the seasonal category, toys, aside from yielding year-round profits tend to attract women customers to store



Howard Mizell here helps a young customer in the selection of a toy gun. This store's stock of toys is carefully arranged by age for boys and girls

## Variety Is a Key to Sales



This dealer emphasizes that toys should be so arranged and displayed that they are within reach and can be easily inspected by interested children

**I**F A TOY department has sufficient appeal to children, successful sales are almost assured. That's the well-founded opinion of Howard W. Mizell, owner of Hillandale Hardware in Silver Spring, Maryland. In 1956 sales of toys in this store more than doubled over the previous year, bringing annual gross from this line to \$15,000.

"Keep toys constantly before children. Put them in the windows; locate them near the store entrance, and use open display tables and wall displays. Don't be afraid to display toys so that children can handle and operate the various items. Help them with their selections and your sales will boom," Mizell says.

He stocks toys and allied merchandise for children in the six to 16 age group. On some toys turn-over is about three times a year, while on some models of airplanes, autos, and trains this goes as high as six times a year. A permanent toy window, large outside signs, monthly advertisements in the school magazines, subdivision and local publications, and a catalog mailing on toys once a year keep the community in touch with toys at Hillandale.

"Two years ago the neighborhood practically put us into the model business by requesting these products. We started cautiously with a \$250 stock, and our steady customers have developed this into a profitable and still-growing department," Mizell said. "The important factor in handling this line is knowing the right glue and right paint to put on plaster and wood, and knowing enough about assembling the models to be able to help children."

"In helping my own youngster build airplane models, I have gained good experience and can answer customer questions."

During the year, Hillandale has five 3x8-ft. tables set up with toys arranged by age for boys and girls. Two side walls, 10- x 20-ft., supplement the tables. In addition there is a wall display over the show window, and a 20-ft. stretch of shelf for shelf goods and bulky toys.

"When we first started with our \$2500 stock, we built up traffic and volume by announcing that we

*(Continued on page 57)*



As warm weather approaches the company fills its windows with outdoor toys. By April 15 this store is ready for the aggressive promotion of products such as the toy auto being inspected by youngster below



## Timely Promotions

**B**Y GIVING extra emphasis to the display and promotion of individual toys during their own special seasons of popularity, the Acme Hardware and Furniture Co., North Little Rock, Arkansas, has added handsomely to profits in this department.

In this compact store on a corner of a side business street, Manager C. L. Sparks evaluates the value of seasonal promotion for everything sold. Wagons and tricycles, scooters, roller skates, and every other toy item for the active child have their own special seasons, Sparks insists. He makes the most of toy seasons by going "all out" for choice display and promotion.

In this area, April 15th starts "open air life" for children, lasting until the hot days of late August close in. "And that long stretch of months," Sparks says, "is wheel goods time. Kids want to be out on the sidewalks with their tricycles and scooters. Smaller children go for hobby horses. And parents with charge accounts or the layaway habit can easily be put into the mood to buy."

The store gets ready for April 15th. From January until that date, the display windows and the choice "seasonal island" near the front have been devoted to lawn-and-garden merchandise. Now these items are moved to another part of the store, and wheeled

## *build added volume*

goods for children tell the world that spring is really here.

Both sidewalk and windows are used to show wagons, scooters, and tricycles. Sparks likes mass display. During an active season, he wants to show his customers that he has variety. Even the casual observer can easily see that he sells four models of wagons and four of tricycles. The price range runs from inexpensive grades to the better-quality models.

Wagons are especially good for sidewalk display, Sparks says. Children are not the only users. Women sometimes buy them for use about the garden. Few women can handle a wheelbarrow easily, but a wagon is ideal for hauling tools and fertilizer about the yard. Some women like them to take wet clothes to the line and to bring in dry clothes. Others even use them when shopping at the neighborhood store, to transport heavy packages. Wagons, therefore, are often shown with garden implements, and even have a longer selling season than tricycles and scooters.

When the customer enters the store during the period when wheel goods are being given special promotion, he sees the main "seasonal" island, as Manager Sparks terms the front island, filled with small wheel goods, with larger ones on the floor around it. Other wheel goods are located at the top of the side shelving.

Along with outdoor toys are shown smaller pull toys for younger children.

"Spring is wheel-toy season," Sparks said. "When the kids can get into the open to play, they want toys they can ride. Most of them need a new one every year or two because they outgrow the old ones they do not break. We try to convince our customers that we specialize in wheel goods, and some of them return year after year to select from our variety."

Most of the wheel goods left from the Christmas season are on display during the outdoor season. A minimum amount of reserve stock is held on the second floor. This storage area is also the short, "off-season" spot for selling wheel



This dealer believes in mass display and uses both sidewalk, entrance and store windows for display of wagons, scooters, tricycles, and other wheel goods

goods. After the Christmas season ends on January 1, the floor is cleared of most wheel goods, which are moved upstairs until April 15. Here, a few of each model are kept open for showing. The rest of the items are put into boxes, to keep fresh until display time comes in April. Sparks is exacting about keeping everything in good condition. Each item is checked before going onto the sales floor.

Buying for the entire year is accomplished around July 1. Sparks buys generously for that ample variety he wants—enough for the Christmas season, with plenty to carry over for the long spring and summer season. He is not afraid of carry-overs. They are his stock for that long year of toy promotion.

When the weather gets very hot in August, there is a lull in wheel goods volume. They are still displayed in the store, but now the choice display spots, in window, on sidewalk, and on that seasonal display island, are devoted to gas heaters.

About the time when wheel goods drop off in sales, for the reason that the weather is too hot for much outdoor activity, Sparks does some attractive promoting of toys that children like during the lazy days of vacation. Games and puzzles that can be used on the porch or in the child's room have their own season. Impulse buying steps up because these hot-weather toys are promoted attractively in windows and in the store. In small space, enough toys can be shown to add importantly to volume.

Along with housewares, Sparks says, toys have assumed great importance for stores that value the

volume that can be obtained from women. Although Christmas is the big season for toy sales, the volume on this line from April until January 1 is profitable enough to warrant intensive cultivation.

Many a customer with open charge account buys toys several times a year. Others buy the more expensive wheel goods on the lay-away plan. During vacation time, when many children earn money for themselves, wheel goods are paid for with the newsboy's money. It is not uncommon for children to make the down payment out of their allowances on a sidewalk bicycle or a tricycle, the balance paid

out on time by their parents.

"We sell more wheel goods during the spring and early summer than at the Christmas season," Sparks said. "One reason is that many families cannot buy expensive toys at Christmas when there are several children in the family.

"Tricycles, bicycles, and the more expensive hobby horses are special gifts, for birthdays, and the like. They are even bought for health reasons, to give children exercise. And sometimes they are bought on impulse because we encourage impulse buying by showing them where they can be seen and touched."

Several times while the long promotion of toys is in progress, a newspaper advertisement is used, inviting people to drive by and see the variety of wheel goods.

Wheel goods are regarded as one of the store's best traffic builders. An assortment of wagons on the sidewalk at the entrance never fails to stop people all day long. People who are not actual prospects often stop to look at the bright, new wagon, which still seems to hold fascination for all ages.

As the season changes from early spring to fall, the wagons at the entrance are shown along with other seasonal items. In early spring it is garden tools. Then come lawn mowers, and on until heater and stove time arrives. The little red wagons catch the eye—and the

(Continued on page 58)

Choice spot near front of the store is used for display of toys





# ●●●●●●●●●●●●●●●● Displays Toys Every Day



**I**F YOU WILL "take care of toys" the other 11 months of the year, they will "take care of you" during the Christmas shopping season, says Joe Schnabel, one of the three brothers who own Schnabel's, a shopping center hardware store in San Antonio, Texas.

The company occupied a new and considerably larger building early this year, and this additional area gave the owners an opportu-

ity to display more toys. As a consequence, toy volume already has more than doubled since the move to the new store. Joe Schnabel believes that Christmas of 1957 will show an increase of two to three times over the \$2,000 volume done last Christmas.

"You can sell some toys by displaying them just during the Christmas shopping season," he declares, "but if toys are to develop

into the real profit-maker they can be, they should be displayed and featured every day of the year. We have been particularly impressed with this fact since moving into our new building, where we have had opportunity to give toys a chance."

Schnabel estimates that the store sells approximately as many toys during the remainder of the year as it moves in November and December, and this volume is well worth the space devoted to toys, he finds.

"We would not do anything near as much toy business during the two months of holiday shopping as we do if we did not display them and push them during the remaining 10 months," he emphasized.

When a customer sees toys every time she enters the store during the year, she logically thinks of the same store when it is time to buy Christmas toys, the owner of this store finds. As a consequence, all regular customers, because of the

*(Continued on page 80)*



Toys hung from pegboard, top picture, turn column into merchandising spot and help to remind regular customers to come back for Christmas toys. The attractive display, left, is located near store entrance and along aisle leading to housewares department

# CATALOGS & BULLETINS

*Available free to readers. Circle the numbers of items wanted on the return post card, page 60*

**Special Purpose Planes.** "How to Use Special Purpose Planes," a 20-page booklet on various types of rabbit, router, and double-end tongue and groove match planes, is available in reasonable quantity to dealers who may have them imprinted if they wish. Profusely illustrated with line drawings showing the planes in use and the innumerable cuts that can be made with special purpose planes, the booklet will be helpful to both veteran woodworkers and beginners. Stanley Tools, New Britain, Conn.

Circle No. A1 on coupon, pg. 60

**Baseball and Softball.** The 1957 editions of the "Famous Slugger Year Book" and "Official Softball Rules" are available. The year book is packed with baseball interest, including pictures of the past season's outstanding sluggers, records, and highlights of the 1956 season. It features an article on hitting by Ted Kluszewski, major league hitting star. "Official Softball Rules" includes pictures of winning teams and records of the 1956 season. Hillerich and Bradby Co., Louisville, Ky.

Circle No. A2 on coupon, pg. 60

**Metal Merchandisers.** A 40-page catalog, #390, illustrating and describing a complete new line of Viz-U-Bilt all-metal merchandisers is being offered to dealers. The gondola-type self-selection units described are available in a wide variety of styles, sizes, and colors. Adjustable, perforated metal shelving, clip-in splicers, and a complete selection of accessories make them flexible and adaptable to all types of merchandise. L. A. Darling Co., Bronson, Mich.

Circle No. A3 on coupon, pg. 60

**Carriages and Strollers.** The Forward Flair design, along with new all-weather fabrics, highlights the 1957 line of baby equipment presented in "Forward Flair for 1957," a full-color, illustrated 48-page catalog. The catalog fully describes the company's line which consists of baby carriages, strollers, padded

goods, hi-chairs, feeding tables, car beds, auto seats, walkers, and accessories. Price lists and order forms are included in the catalog. O. W. Siebert Co., Gardner, Mass.

Circle No. A4 on coupon, pg. 60

**Building Materials.** Entitled "SSIR-CO Fact Folders," Southern States is offering a series of 19 file folders designed for every dealer's filing cabinet. The folders provide a handy reference library on major building material lines, such as aluminum roofing and siding, asphalt products, farm and industrial gates, insulation, nails, etc. To keep the folders current, latest product information will be mailed by the company to those dealers using the prepared product reference library. Southern States Iron Roofing Co., P. O. Box 1367, Atlanta 1, Ga.

Circle No. A5 on coupon, pg. 60

**Water Appliance Promotions.** A comprehensive 8-page catalog, No. 307, of advertising and sales promotion aids is offered wholesalers and retailers of water appliances. The catalog shows suggested consumer literature; local advertising for newspapers, radio, television, and directories; point-of-sale aids; indoor and outdoor signs; and numerous specialty items. In addition, the catalog tells how and when to use these items most effectively. And a special feature tells how to get valuable local publicity for "yourself, your business, and Rapidayton products." The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

Circle No. A6 on coupon, pg. 60

**Display Ideas.** A Rubbermaid display booklet which illustrates and describes a variety of display methods for all size stores is offered to dealers. Wooster Rubber Co., Wooster, Ohio.

Circle No. A7 on coupon, pg. 60

**Water Skis.** An international water skiing champion instructs the beginner in water skiing in a 6-page, 2-color folder now available to dealers.

The booklet, entitled "Come On In... the Water Skiing's Fine!", provides a series of graphically instructive photos. The company manufactures Hydro-Flite water skis. Hedlund Manufacturing Co., Nokomis, Ill.

Circle No. A8 on coupon, pg. 60

**Detachable Chain.** With the farm equipment user in mind, a catalog is made available featuring the use of detachable sprocket chain in a wide range of agricultural machinery. Well-illustrated and in color, the catalog covers engineering data, sizes, plain chain links shown in actual size, attachment links, and several pages of specifications and data. The Locke Steel Chain Co., Inc., Bridgeport, Conn.

Circle No. A9 on coupon, pg. 60

**Dealer Displays.** Thirty-one different displays of Cabinet Hardware are illustrated in Amerock's No. 104 Catalog of Dealer Displays. The catalog is said to cover the right kind of display for any store arrangement, any department, or any "on-the-job" use. Amerock Corp., Rockford, Ill.

Circle No. A10 on coupon, pg. 60

**Home and Garden Equipment.** Six catalog pages, available separately or complete in manila file folder, describe the complete Jackson line. The sheets feature Ace barrow on front, Jax barrows on back; Lawn Sprayer, stakes, and lawn edger; Imp barrow, garden barrows; lawn rollers, Jumbo barrow; lawn and garden carts, 2-in-1 Spreader-Cart; and lawn spreaders and commercial distributors. Jackson Manufacturing Co., Harrisburg, Pa.

Circle No. A11 on coupon, pg. 60

**Toys.** A full-color catalog insert now available features the leading items in the company's newly-styled line of doll carriages, strollers, and children's furniture. The items are illustrated in their actual color combinations and a complete description including specifications and weights accompanies each illustration. Also

(Continued on page 50)

# DON'T LET THIS HAPPEN AGAIN!



*For Your Protection and Benefit*

## GUARD AGAINST PRICE CUTTING!

**PRICE CUTS NOT ONLY COST YOU MONEY . . .  
THEY MAKE YOU WORK HARDER! HERE'S HOW:**

On the original  
gross margin of —

25%  
25%  
25%  
30%  
30%  
30%  
30%  
35%  
40%  
45%  
50%

If you give this  
price cut —

10%  
15%  
25%  
10%  
15%  
20%  
25%  
10%  
10%  
10%  
10%

You've got to sell this much  
additional volume to make it up —

66.6%  
150.0%  
400.0%  
50.0%  
100.0%  
200.0%  
500.0%  
40.0%  
33.3%  
28.6%  
25.0%



We at Penn Reels want jobbers and dealers to have the fair profit to which they are entitled and which they need to remain in business. We urge everyone selling tackle to help maintain established prices for their own protection and benefit.

**PENN FISHING REELS • PHILA. 32, PA.**

available is the toy firm's complete 16-page, three-color catalog featuring the full line of 18 doll carriages, 10 strollers, seven table and chair sets, six rockers, and three toy chests. South Bend Toy Manufacturing Co., South Bend, Ind.

Circle No. A12 on coupon, pg. 60

**Pumps.** A loose-leaf catalog, No. 1, of the complete Commander line of water pumps, water systems, and sump pumps is available. The line includes jet, submersible, and piston-type pumps in a wide variety of shallow well, convertible, and deep well models. The Tait Manufacturing Co., 200 Detrick St., Dayton 1, Ohio.

Circle No. A13 on coupon, pg. 60

**Sanding Kit.** For insertion in standard binders, a catalog sheet is offered which describes and illustrates the Model 700K complete electric powered Sanding Kit. The sheet is in color and shows all the features of the kit, which retails for \$16.95. The kit includes the sander and polisher, in a metal case; a supply of sandpaper; and a polishing cloth. Weller Electric Corp., Easton, Pa.

Circle No. A14 on coupon, pg. 60

**Screw Anchors.** Separate catalog sheets in two colors describe and illustrate Molly screw anchors, Molly utility plug, and Molly Hi-Speed Installer. Molly Corp., Reading, Pa.

Circle No. A15 on coupon, pg. 60

**Buying Guide.** A four-page guide to better buying contains a complete stock list of materials that are available from all Southern States Iron Roofing Co. warehouses. Southern States Iron Roofing Co., P. O. Box 1367, Atlanta 1, Ga.

Circle No. A16 on coupon, pg. 60

**Oilers and Cans.** A catalog illustrating and describing the company's entire line of oilers, safety cans, and oil and gasoline containers is available in two forms, No. 55 General Catalog, and No. 55C Condensed Catalog. Eagle Manufacturing Co., Charles St., Wellsburg, W. Va.

Circle No. A17 on coupon, pg. 60

**Door Hardware.** A booklet illustrating door hardware items contains compact technical information and provides answers to customers' "most asked" questions. The 12-page booklet, #A-91 Lumberman's Catalog, is in color. Richards-Wilcox Manufacturing Co., Aurora, Ill.

Circle No. A18 on coupon, pg. 60

**Insect Wire Screening.** A revised edition of the brochure "Selling Insect Wire Screening at Retail" is

available. The growth and importance of aluminum insect wire screening, which was not a commercially standard item when the earlier editions were printed, is emphasized in the revised text. Insect Wire Screening Bureau, 75 West St., New York 6, N. Y.

Circle No. A19 on coupon, pg. 60

**Marine and Outdoor Products.** Complete information and detailed illustrations on the 1957 line of Tapatec outdoor products are shown in an 8½" x 11" full-color folder. Marine safety products are featured in a six-page folder containing complete descriptive material. Illustrations are in full, natural color and pertinent facts such as size, style, colors, shipping weights, etc., are listed. The American Pad & Textile Co., So. Washington St., Greenfield, Ohio.

Circle No. A20 on coupon, pg. 60

**Clamps.** Much text material on selection, care and use of Jorgensen and Pony Clamps in addition to regular catalog material appears in a 32-page catalog. The catalog is in color and covers "C" clamps, clamp fixtures, bar clamps, hand screws, press screws, etc. Condensed catalogs and pages for house and salesman's use are also available. Adjustable Clamp Co., 437 No. Ashland Ave., Chicago 22, Ill.

Circle No. A21 on coupon, pg. 60

**Fastener Wall Chart.** An indexed price list of standard bolts, screws and nuts made up into a 7 x 11 illustrated wall chart for dealers is available. Price lists for each type are shown individually on succeeding pages of the 10-page chart. Pages are cut so that a drawing and label for each type appear as the cover and tab index of the wall chart. The user opens the chart to find a table of R B & W's list prices and a corresponding table on which the dealer enters retail prices. Russell, Burdall & Ward Bolt and Nut Co., Port Chester, N. Y.

Circle No. A22 on coupon, pg. 60

**Aluminum Furniture.** The De-lighter 4-color catalog featuring the 1957 line of aluminum casual and summer furniture is available upon request. Universal Converting Corp., Dept. 1957C, Sawyer St., New Bedford, Mass.

Circle No. A23 on coupon, pg. 60

**Aluminum Reflective Insulation.** A 4-page, 8½ x 11-inch, 3-color brochure has been issued to describe the advantages of Reynolds Aluminum Reflective Insulation — paper covered with aluminum foil on one side (Type B) or both sides (Type C). Ap-

plication instructions are included in the brochure plus facts concerning the economy of the product and where it can be used best. Request Form BP 315 F. Reynolds Metals Co., 2500 So. Third St., Louisville, Ky.

Circle No. A24 on coupon, pg. 60

**Store Displays.** Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly and modern store engineering. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

Circle No. A25 on coupon, pg. 60

**Chains.** A catalog sheet, in color, which describes the advantages of "Measure-Mark" chain, is available. The chain is marked every five feet for exact measurement and is color-coded for instant identification of chain grade. The catalog sheet illustrates the different type chains and spotlights the color marking. Detailed information and specification charts are given also. Campbell Chain Co., York, Pa.

Circle No. A26 on coupon, pg. 60

**Industrial Fasteners.** A 44-page condensed catalog covering the company's line of bolts, nuts, rivets, screws and other industrial fasteners is available. The catalog is 5½ x 9 inches and contains illustrations, sizes, packaging information and prices on the most popular items in the line. Clark Bros. Bolt Co., Milldale, Conn.

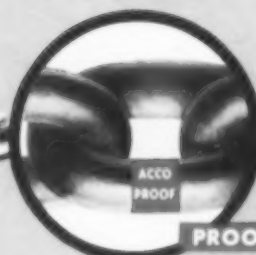
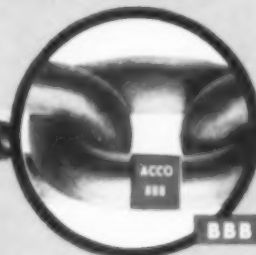
Circle No. A27 on coupon, pg. 60

**Woodenware.** Woodenware items such as bowls, trays, forks, spoons, mauls, etc., are described and illustrated in a catalog available to dealers. The cover page carries a listing of the special lines which include Oblong Trays, Early American, Supreme Finish, Liquid Proof, Sealite, Old Colonial-Walnut Finish, Paraffined (Waxed) Hardwood, and Caesar Finish lines. A brief description is given of each. J. Shepherd Parrish Co., 201 N. Wells St., Chicago 6, Ill.

Circle No. A28 on coupon, pg. 60

**Fishing Reels.** A four-color brochure, picturing and describing the 1957 line of Langley spinning and casting reels, is offered to the trade. No price increases are noted among spinning reels, which range from \$17.95 to \$37.95. The Model 505 Langley Shorty casting reel with narrow spool, shell-shaped housing and natural alumanite finish, is back in production and retails at \$7.95. The Fisherman's De-Liar now is manufactured only in green crackle finish — Model 208 retailing at \$2.00; Model



**ACCO**for Better  
Values**PROOF COIL****BBB****HIGH TEST****ALLOY**

## How **COLOR**-marked American Chain brightens your profit picture!

American Chain is **color-marked** for instant brand identification!

American Chain is **color-marked** for easy measurement!

American Chain is **color-marked** for protection against error!

That is the big new idea in chain selling that saves you time, insures accuracy in selling, pleases your customers and increases sales of American Chain.

For now American Chain is marked, at intervals of approximately five feet, with a distinctive, self-identifying color band of stick-tight tape. These bands of tape each bear the brand name **ACCO**, also the grade of the chain (Proof Coil, BBB, High Test, Alloy).

Tapes are in standard industry colors as follows:

**GREEN** . . . . . for ACCO Proof Coil

**RED** . . . . . for ACCO BBB

**BLUE** . . . . . for ACCO High Test

**ORANGE** . . . . . for ACCO Alloy

Containers are marked with the same colors

**Quick Identification** • You and your customers can see instantly what grade the chain is, and that it is American Chain—the very best in chain quality and value. This eliminates the possibility of confusion and error. It makes both selling and buying easier, faster, more satisfactory all around.

**Easy Measurement** • It is a simple matter to measure off any desired length of chain, *in seconds*, thanks to these bright, durable color markers which appear approximately every five feet of the chain.

**Full Protection** • These color markers assure your customer that he is getting the right length and the right grade of genuine ACCO-made chain he wants. Even a color-blind person can identify the chain from the easily-read color markings.

*Order these color-marked, easily-identified American Chains from our authorized American Chain Distributor. He is prepared to give you the very finest, promptest chain service.*

Write us at York, Pa., for booklet, "Finger Tip Facts about Chain"

American Chain Division  
**AMERICAN CHAIN & CABLE**

Bridgeport, Conn. • Factories: \*York and \*Braddock, Pa.

Sales Offices: \*Atlanta Boston \*Chicago \*Denver Detroit  
\*Houston \*Los Angeles \*New York Philadelphia Pittsburgh  
\*Indicates Warehouse Stocks \*Portland, Ore. \*San Francisco

**ACCO**

**ACCO**  
for Better  
Values



### New Packages for Shelf Chain Items

All AMERICAN CHAIN shelf items now come in attractive blue-and-gold packages (see above) which make it easy for you and your salespeople to locate any packaged chain item in seconds. The colorful packages on your shelves and counters will attract customers and build chain sales for you.



### New ACCO-PAILS

ACCO-PAILS of Proof and BBB Coil Chain make attractive displays on counters, or in any store location. Newly-designed labels now make them brighter and more colorful. Labels are in standard industry colors for instant identification: **GREEN** for Proof Coil Chain, **RED** for BBB Coil Chain.



### New Cartons for Quick Identification

These new ACCO cartons, used for packing many shelf-item packages as well as certain bulk items, are self-identifying. Each has an all-around ACCO design in blue and gold—and each is clearly labeled as to its contents. Very handy to stock, store and display.



### Steel Drums for Bulk Chain Selling

Sturdy steel storage drums, with readily removable tops, are used for ACCO Proof Coil, BBB Coil, High Test and Alloy chain. Each drum now bears a colored label for easy identification.



### Newly Improved Chain Sales-Maker

The convenient, popular ACCO CHAIN SALES-MAKER has been improved by the addition of a quick-action cutting bar, which permits snipping off just the length of chain desired. Saves time and steps.

With the attractive Chain Sales-Maker, you can display a wide assortment of chain in very little floor space. Your customers can see and feel the chain—and buy it!

The Chain Sales-Maker is shipped complete with your choice of several chain assortments (ask your Distributor about these); chain comes on reels; packaged refills, on reels, available. Illustrated is Assortment 38, our most popular one.

### Assortment No. 38 (7 reels)

- 175 Ft. 2/0 Tenso Chain, Bright Zinc Plated
- 125 Ft. 3/0 Lock Link Chain, Bright Zinc Plated
- 200 Ft. 3 Tenso Chain, Bright Zinc Plated
- 75 Ft. 2/0 Twist Machine Chain, Bright Zinc Plated
- 100 Ft. 35 Sash Chain, Bright Zinc Plated
- 200 Ft. 1/0 Brass Safety Chain, Bright Finish
- 200 Ft. 16 Double Steel Jack Chain, Bright Zinc Plated

## Why Acco's new packaging program means easier, faster chain sales!

Never before has any sales-stimulating idea presented hardware dealers with greater opportunities to increase their chain volume than has ACCO's great new packaging program.

Now the entire American Chain line of hardware-store products is packaged in distinctive containers that make it easy for the customer to select exactly what he wants, quick as a flash. And the ACCO packaging enables you, the dealer, to locate desired items in seconds . . . to display your American Chain stock in a neat, effective, inviting manner . . . to control your inventories more easily . . . and finally, to sell more chains in less time and with less effort.

Typical packages are pictured on this page: boxes, cartons, steel drums, ACCO-PAILS and the quick-action ACCO Chain Sales-maker. All containers are labeled in bright colors for instant identification of the ACCO brand name, also of the contents of the container.

All these ACCO packages have high impact and recognition value. They not only identify the merchandise, but help identify your store as headquarters for the very best in chain quality and value—American Chain!

Order through your American Chain Distributor  
He is willing and able  
to give you prompt chain service at all times

### American Chain Division AMERICAN CHAIN & CABLE

Bridgeport, Conn. • Factories: \*York and \*Braddock, Pa.

Sales Offices: \*Atlanta, Boston, \*Chicago, \*Denver, Detroit, \*Houston, \*Los Angeles, \*New York, Philadelphia, Pittsburgh, \*Indicates Warehouse Stocks \*Portland, Ore., \*San Francisco



228 at \$2.50. Langley Corp., 310 Euclid Ave., San Diego 14, Calif.

Circle No. A29 on coupon, pg. 60

**Project Book.** Twenty-five do-it-yourself wood-working projects have been made up in loose-leaf manual form with a cover and are being offered to home workshop enthusiasts. Each wood-working plan is blue-printed thoroughly on a self-contained sheet. Detailed instructions and diagrams with descriptions are included. Selection of tools and lumber is covered in the booklet with the company emphasizing the use of its own glue product, Rogers Glue. Rogers Isinglass & Glue Co., Gloucester, Mass.

Circle No. A30 on coupon, pg. 60

**Deming Sales Aids.** An 8-page, 4-color bulletin illustrates the complete line of sales aids and materials available to Deming pump dealers and distributors. The bulletin shows and describes Deming direct mail pieces; letterheads; mailing cards; broadsides; leaflets; booklets; blotters; window cards and streamers; satin banners; clocks; tacker, bracket and road signs; identification labels; decalcomanias and displays. The company furnishes all mailing pieces free and pays postage on the first 200 used by a dealer. Most other materials are also free. Remaining pieces are furnished at cost. The Deming Co., Salem, Ohio.

Circle No. A31 on coupon, pg. 60

**Cleaning Supplies.** "How to Display and Merchandise Cleaning Supplies for Profit" is the title of a six-page color folder offered to dealers as an aid in setting up a cleaning supplies center. Ox Fibre Brush Co., Frederick, Md.

Circle No. A32 on coupon, pg. 60

**Sprayers and Dusters.** Available on request is a catalog covering the company's complete line of hand, continuous, compressed air knapsack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand and crank powder insecticide dusters. A circular on the Indian Fire Pump, a portable, back-pack type fire extinguisher, is offered also. D. B. Smith & Co., 428 Main St., Utica, N. Y.

Circle No. A33 on coupon, pg. 60

**Hardware Chain.** A well illustrated and informative folder, describing the complete line of ACCO chains for a multitude of domestic and industrial requirements is available. The 16-page folder, DH-176-A, contains data on construction features, applications, packaging, weights and other general information. American Chain Division, American Chain & Cable Co., Inc., York, Pa.

Circle No. A34 on coupon, pg. 60

**Tapes and Tape Rules.** Colorful catalog pages cover the company's com-

plete line of hardware items which includes all types of steel measuring tapes and tape rules from 3- to 100-feet, and augmented by woven tapes, plumb bobs and hand levels. The pages are illustrated and give outstanding features of each item, plus packaging information, weight, prices, etc. Keuffel & Esser Co., Adams and Third Sts., Hoboken, N. J.

Circle No. A35 on coupon, pg. 60

**Fishing Tackle.** A 48-page book, largely in color, illustrates South Bend's 1957 line of rods, reels, lines, and lures. Special numbers featured are 12 SpinCast model rods as well as several solid glass spinning rods; a

series of general purpose two-handed spinning rods which head the salt water hollow glass items along with the four new Salmon and Steelhead rods; a "Saber-Glass" series of trolling rods; the thumb-controlled Spin-Cast 77 reel; the "Banshee" floating fly line and the "Commando" casting-trolling line. South Bend Tackle Co., Inc., 1108 South High St., South Bend 23, Ind.

Circle No. A36 on coupon, pg. 60

**Pre-Measured Chain.** A catalog page, in color, is available describing a color-coded plastic measuring lengthmark to provide quick identification for Proof Coil, BBB Coil,

HIGH QUALITY — COMPETITIVELY PRICED

# PLASTEX TROJAN PIPE

*sell it with confidence  
...and profitably!*



Here's high-performance plastic pipe — fully guaranteed — and priced to help you meet and beat competition, *at a profit.*

Plastex TROJAN Pipe has been proved in hundreds of installations — is stocked and sold by some of the South's largest and most aggressive wholesalers and retailers. You can unhesitatingly recommend it. It's available in standard pipe sizes, lengths up to 600 feet, with a complete line of tough, durable, high-speed fittings.

Plastic pipe costs less to install and use . . . TROJAN Plastic Pipe also costs less to *buy*. It can be a two-edged sword in your battle for business. Write us for complete information and prices.

## THE PLASTEX CO.

SINCE 1939

3232 CLEVELAND AVE., COLUMBUS 24, OHIO

Makers of Measure-Marked Plastex Pipe

Plastex • Pressur-TeX • Twin-TeX • Yello-TeX

**the handiest  
plier for your  
customers...**

**THE  
FASTEST  
SELLER  
FOR YOU**



No other plier does so many jobs so well as a Channellock 420. That's why every year more and more householders . . . as well as mechanics . . . buy Channellocks. Cash in on this growing popularity. Put these handy pliers out front for your customers to see . . . reach for . . . and try. You'll be pleasantly surprised how many times they'll tell you to wrap it up. Channellock's increasing sales record proves that. So make the Channellock line *your* plier line . . . and let the Channellock 420 lead the profit parade in your store.



and High Test Chain. The three types are marked every 10 feet by green plastic color bands on Proof Coil, red color bands on BBB Coil, and blue on High-Test Chain. A matching color-coded End Tag is attached to the free end of the chain in each container which is imprinted to show the size and grade of the chain. The End Tag is for convenient locating of the free end of the chain and is re-attachable after each use. The tag's reverse side may be used for recording the balance of chain in the container. Hodell Chain Co., Cleveland 3, Ohio.

**Circle No. A37 on coupon, pg. 60**

**Window Glass.** A 12-page catalog entitled "Sales Aids for 1956-57" is offered. The catalog illustrates and briefly describes the various merchandising helps for dealers. Libbey-Owens-Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.

**Circle No. A38 on coupon, pg. 60**

**Padlocks.** Padlocks to meet every need are described in a 20-page catalog which features actual size illustrations of the company's entire line. Included for the first time is a section on special long shackle padlocks. Also described are two newly designed super security padlocks which have an extra short shackle clearance of only 1/2-inch. Other sections of Catalog #56 describe Master's Special Service Department, as well as Master's padlock and bike-lock display boards. Master Lock Co., Milwaukee 45, Wis.

**Circle No. A39 on coupon, pg. 60**

**Sprinklers.** An initial order by dealers for Rain Jet Sprinklers includes a set of price lists and specification sheets for coverage planning and installation information. Each shipment also includes a supply of envelope stuffers. Rain Jet Corp., 6253 Hollywood Blvd., Hollywood 28, Calif.

**Circle No. A40 on coupon, pg. 60**

**Time Payment Plan.** A folder is available to all interested dealers describing its "Mow Now — Pay Later" Time Payment Plan. The company points out that the plan is simple in operation, there is no recourse to the dealer, and the dealer receives prompt and full payment for each Time Payment Foley mower sale he makes. Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn.

**Circle No. A41 on coupon, pg. 60**

**Farmers and Ranchers Handbook.** Information essential to successful farm operation and items of interest to every member of the family are included in the complete 72-page full color catalog of USS Steel Products for farm and home. Fencing, roofing, and siding receive special coverage with numerous illustrations, application helps, specification charts, and "how to" instructions. General

information on care of animals, tips on electricity, fish ponds, etc.; the use of nails; information about building materials; and an offer of free building plans for various types of farm structures are among the topics discussed. Tennessee Coal & Iron Division, Fairfield, Ala.

**Circle No. A42 on coupon, pg. 60**

**Galvanized Ware.** The complete line of hand-dipped galvanized ware for home, farm, industrial, and institutional use is described in a 20-page bulletin entitled "Wheeling Hand Dipped Ware." Capacities, dimensions, and shipping weights for each of the items are included; items include pails, buckets, rubbish burners, coal hods, etc. Wheeling Corrugating Co., Wheeling, W. Va.

**Circle No. A43 on coupon, pg. 60**

**Fishing Annual.** The entire line of Garcia tackle—reels, rods, lines, lures, balanced kits, and accessories—plus informative stories and how-to-do-it articles on fishing, is contained in a catalog which is available free in limited quantities to dealers. Garcia Corp., 268 Fourth Ave., New York 10, N. Y.

**Circle No. A44 on coupon, pg. 60**

**Gas Heaters.** An 8-page full color catalog showing the complete line of Warm Morning vented gas heaters, as well as descriptive literature on the unvented models, is available. Special features of the heaters are described in detail. Locke Stove Co., 114 West 11th St., Kansas City 5, Mo.

**Circle No. A45 on coupon, pg. 60**

**Firearms.** An expanded firearms catalog, available to the trade, gives detailed specification information, prices, etc., on the complete Mossberg line of rifles, shotguns, telescope sights, and Covey hand trap. It includes information on the company's two newest models—the No. 140B 22 cal. combination sporter-target rifle and the No. 173 single shot, 410 gauge, top-loading shotgun priced to retail at \$24.95. Catalog is in color. O. F. Mossberg & Sons, Inc., New Haven, Conn.

**Circle No. A46 on coupon, pg. 60**

**Clothes Pins.** Color catalog pages can be furnished in either 8 1/2 x 11 or 11 x 11 size which describe and illustrate Holdfast clothes pins. Envelope stuffers — printed in red, white, and blue—are also available. The Demeritt Co., Waterbury, Vt.

**Circle No. A47 on coupon, pg. 60**

**Fishing Guides.** A series of five fishing booklets is available, each of which is a guide to help the angler with the assembly of his Shakespeare tackle and which gives "how to" information on a particular kind of fishing. Ben Hardesty has edited the 24-page, 2-color bait casting booklet; Henry Shakespeare, the 24-page spinning booklet; and Vern "Gad-



about" Gaddis helps the fly fishermen in his 16-page booklet. Another 16-page booklet gives complete details on Shakespeare tackle for salt water angling and a fifth booklet tells about Shakespeare "Push-Button" fishing. The Shakespeare Co., Kalamazoo, Mich.

Circle No. A48 on coupon, pg. 60

**Horse Drawn Implements.** The King line of horse drawn implements is contained in its catalog Price List No. 756. The implements are illustrated. The catalog also contains several pages of price listings and diagrams of repair parts. King Plow Co., Atlanta, Ga.

Circle No. A49 on coupon, pg. 60

**Long Reach Pliers.** A descriptive catalog which includes illustrations of two new long-reach pliers, the DB58 and NN58, may be obtained on request from the manufacturer. Diamond Calk Horseshoe Co., Duluth, Minn.

Circle No. A50 on coupon, pg. 60

**Life Saving Line.** A full color catalog offering illustrations and dimensions of the company's U. S. Coast Guard-approved life vests and boat cushions will be furnished on request. Red Head Brand Co., 4390 West Belmont Ave., Chicago 41, Ill.

Circle No. A51 on coupon, pg. 60

**Hand-Tool Equipment.** Auger and electric drill bits, chisels and gouges, drawknives, and other hand-tools are pictured and described in a catalog available from the manufacturer. Greenlee Tool Co., 1822 Herbert Ave., Rockford, Ill.

Circle No. A52 on coupon, pg. 60

**Farm and Garden Tools.** The complete line of farm and garden tools available from the company is fully illustrated and described in an attractive catalog. Geyer Manufacturing Co., Rock Falls, Ill.

Circle No. A53 on coupon, pg. 60

**Hack Saw Frame.** An adjustable tubular hack saw frame, No. 325, with chrome-plated handle and gold-finished blade, together with other tools and kits made by the company, is fully described in an available catalog. Great Neck Saw Manufacturers, Inc., Mineola, N. Y.

Circle No. A54 on coupon, pg. 60

**Gas Circulator Heaters.** A catalog which fully describes the company's complete line of gas circulator heaters may be had on request. Chattanooga Royal Co., Chattanooga 6, Tenn.

Circle No. A55 on coupon, pg. 60

**Industrial Tool Line.** The company's 100 years of tool production is dramatized in catalog No. 100 which contains illustrations and description of its wide range of pliers, grips, climbers, belts, and safety straps

needed by linemen, electricians, and industry. A new feature is a section providing dimensions of each plier—length of handle, of cutting knives, width of head, size of point, etc. Matthias Klein & Sons, 7200 McCormick Rd., Chicago 45, Ill.

Circle No. A56 on coupon, pg. 60

**Vertical Jet Pumps.** Covered in an up-to-date catalog from the company is a complete descriptive listing of vertical single — and two-stage jet pumps, in addition to freshwater, shallow well, and convertible all-purpose pumps. Rapidayton Division, The Tait Manufacturing Co., Dayton 1, Ohio.

Circle No. A57 on coupon, pg. 60

**Outboard Motors.** An attractive, four-color brochure is available which illustrates and describes the complete line of Buccaneer outboard motors offered by the company. Gale Products, Dept. 517A, Galesburg, Ill.

Circle No. A58 on coupon, pg. 60

## With Browsing Room, Housewares Sales Go Up

(Continued from page 34)

Housewares that have good demonstration features are put into action. A table at the top of the stairway always shows some item

under demonstration — mixers, coffee makers, fryers, cleaners, or whatever the saleswomen want to promote.

"I let employees have the responsibility of promotions," Warren admitted. "I want them to develop their own initiative. That two percent bonus all of them receive makes them enthusiastic about increasing sales."

The women in charge of housewares are noted for making two sales in place of one. When kitchenwares are sold, an appropriate cleaner is shown to the customer, with a few words of advice about how to keep the product looking new.

All housewares are shown on fixtures especially designed for women. The wall displays are particularly inviting, with plenty of room between shelves and the nearest tables, so that items can be seen distinctly by the shoppers. Many times a day, women are seen going along the entire display, examining, asking questions.

Printed literature and samples are placed within hand's reach, with signs calling attention to them.

Careful inventory keeping, with

## DEALERS SELL



GALS.  
GTS. PTS.  
HALF PTS.

FAMOUS BRAND

# TANDROTINE

PAINT THINNER

ECONOMICAL  
NON IRRITATING  
PLEASANT ODOR  
HIGH FLASH POINT  
LONG LEVELLING (NO BRUSH MARKS)  
LONG WET EDGE (NO BRUSH MARKS)

Dealers realize greater profits through faster turnover and higher markup. Stock TANDROTINE — today!

daily checking from cash register records, enables the store to operate an outstanding housewares department with an inventory that seldom runs over \$6,000. Seasonal balanced stock does it, Warren reveals.

"Our good recordkeeping and attention to buying well in advance of needs helps us to gauge seasonal needs. We don't have many out-of-season carryovers. Most of our housewares turn three times a year, some many times more."

A large layaway volume is gained, with layaways held in the basement. When the customer is well known to the salesperson, no down payment on a layaway is necessary. Otherwise, enough down payment is required so that the customer will have enough interest in her purchase to pay it out promptly. Women like to use layaway, Warren revealed, and they buy expensive items in this way that otherwise they would forego.

The entire store is divided into departments — giftwares, housewares, paints, sporting goods, toys, and general hardware. At intervals, when Warren feels that a sales meeting of all personnel is helpful, he calls such a meeting,

which is in the form of a dinner. Because the meetings are made enjoyable and are not held too often, the 14 employees are enthusiastic about them.

"When sales meetings are held too often," Warren said, "a sales manager runs out of steam. We hold ours just often enough to make them really valuable."

At these meetings, housewares are discussed in detail, and sales personnel often offer worthwhile suggestions.

#### Take Over

"Employees practically take over at the sales meetings," Warren stated. "They're all working for more sales—and for a bigger income for themselves, based on that two percent bonus they all get."

Warren gives his employees all the sales helps possible. He likes to keep the store up-to-date. At this time he is installing a handsome new store front of plate glass, which will turn the entire store into a brightly lighted display area.

It pays for a store that sells modern merchandise to keep itself modern in fixtures and general appearance, he believes.

## Demonstrations Selling 200 Mowers Annually

(Continued from page 35)

various accessories, fertilizers, and hand tools."

Taylor insists on seeing the lawn on which a power mower is to be used, so that he can recommend the proper size, power, and model for the job. This personal appraisal of the job to be done by the mower is responsible, more than any other one factor, in building power mower and garden supply business, Taylor emphasizes.

When he makes a personal call, he talks to the prospect and then checks the lawn. He recommends a definite model for the job and demonstrates it in the presence of the prospect. If the prospect is not completely sold on the model demonstrated, he demonstrates another and points out the differences between the two units.

"At the same time," Taylor states, "I explain to the prospect that I work on salary and what price and model mower she selects has no bearing on my earnings. I simply tell her that I'm recommending the mower that I believe will serve her most satisfactorily and that the price of the unit is secondary."

For example, he always recommends a mower with a two-cycle motor for use on a lawn with considerable terracing, because he finds that it operates more efficiently than a four-cycle model where terraces are involved. That is something that the average prospect does not know, he stresses, and when the salesman takes the trouble and time to demonstrate and show the customer the difference, he not only has made a sale but a friend and a booster.

Another distinct advantage in making demonstrations and interviewing the prospect on her own lawn is that it is possible to see what other tools are needed and to recommend and demonstrate them at the same time, Taylor finds.

He carries an assortment of hoes, rakes, trimmers, sprinkler hose, lawn and garden fertilizers and small hand tools with him whenever he goes out to demonstrate and discuss power mowers. After the mower sale reaches completion, he then will have had time to check the premises, note the need of other supplies and equipment and can recommend them intelligently and convincingly.

It is possible to sell almost any genuine prospect a power mower

**DEPENDABLE . . .**  
**another way**  
**of saying**  
**Rugged Robert**



Every wise customer knows that Rugged Robert means **DEPENDABILITY . . . superior QUALITY**. That's because all Rugged Robert products are made of the very finest materials under the most exacting specifications.

Thousands of people always ask for the Rugged Robert Brand by name.

Fast-selling Rugged Robert Products include pliable, galvanized solid and twisted clothesline . . . high-quality swing and well chain, in 2/0 and No. 3 size, boxed and on spools . . . and the smart-looking, fast-selling broom rake.

All Rugged Robert products are perfectly packaged for immediate re-shipment. Get your share of this "PLUS BUSINESS today! Write or call us for YOUR supply!



**Wire Products Company**

**2713 North 24th St., Birmingham, Ala.**

Member, American Hardware Manufacturers Association

**RUGGED-ROBERT**  
BRAND

once, Taylor points out; but unless some thought is put into the sale to see that the prospect gets what he or she needs, the next sale may never come.

Repeat mower sales are the backbone of the company's business, and V. W. Logan, general manager, credits this demonstration and policy of fitting each mower to the job with most of the repeat business.

The company stocks 35 to 50 units of power mowers in season, in addition to an assortment of hand-operated mowers and several large units for use in parks, on golf courses and large estates.

"We make every effort to keep up with the newest developments in power mowers," Taylor says, "and in this way we are able to talk mowing problems more intelligently."

Last season the company stocked a new model with an electric starter. The first prospect Taylor thought of when the first unit with the starter arrived was a rather crochety widow with a wide vocabulary not suited to drawing rooms, and she utilized it fluently when she talked about power mowers. Taylor had sold her three and she still used her favorite expletives when describing her difficulty in starting the units.

He sold her a new mower with electric starter and her temper has been as calm as a farm pond and her vocabulary has been as gentle as a child's since, Taylor laughs. Furthermore, she helped him to sell several other mowers with the starters, to her elderly friends, both women and men.

Newspaper and radio advertising creates power mower inquiries. Taylor follows up from there. Although the store does urge people to come in and look at the mowers, Taylor relies on advertising and displays mainly to create interest sufficient for a demonstration on the prospect's premises.

"A mower sold on the customer's own grounds, after a practical demonstration, stays sold," he declares. "That's why we like to make the sale thorough. It cuts down complaints and service calls."

Displays in season occupy a prominent spot directly inside the store in the main aisle, and other displays feature mowers outside the store, so that they may be seen by automobile traffic.

Taylor has found that reliable service on all kinds of lawn mowers is highly important in making repeat sales. Accordingly, he learns

to service every make and model stocked, and he handles all service calls and most of the repairs. An old mower in bad repair frequently leads to the sale of a new unit.

The company sells mowers on installment credit, with a minimum of 20 percent of the purchase price in cash. The balance may be divided into as many as 12 equal monthly payments, with a modest fee attached for interest and carrying expense.

## Trading Stamps? Not for Me!

(Continued from page 36)

stamps in the first place.

I don't believe we lost a dime's worth of business by pulling out of the stamp plan.

But let's get back to some of the headaches. Let's look at some of the promoters' rosy predictions and then look at the hard facts.

The stamps, you are told, aid in getting collections in by the 10th of the month—they serve as a two percent discount. If the charge account customer fails to pay his bill by the 10th, then he doesn't get the stamps. That's fine in theory, but it causes hard feelings with good customers. Just try explaining it to a customer who pays his bill on the 11th or 12th and asks for his stamps.

Many of our customers didn't want the stamps, would brush them aside when they were offered at the time of purchase. In some cases when these customers reached home the wife would ask for the stamps which the husband had spurned at the store. On the next shopping trip—maybe days or even weeks later—the wife would come into the store and demand the stamps for that old sale. This caused friction. We had to take her word that the stamps had not been received, then check our records to be certain how many stamps were involved—or just hand over the stamps without question. Checking the figures seemed to offend some of them. We didn't trust them, they felt. It didn't help customer relations one bit, as you can well imagine.

Stamps sometimes would stick together—another headache.

We finally looked at it this way:

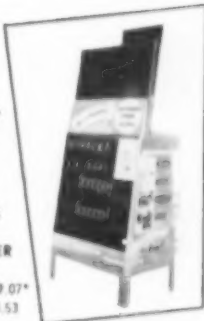
We were paying a retail price to the stamp promoters for merchandise we were giving away under the stamp plan—merchandise that

"DO-IT-YOURSELF"

Perforated  
Board  
Fixtures  
Sell  
themselves

when  
you  
display  
them

IN  
TURNBUCKLES  
FLOOR  
MERCHANDISER  
Unit K-1;  
Your Cost —\$49.07\*  
Your Profit—\$34.53



IN  
TURNBUCKLES  
COUNTER  
MERCHANDISER  
Unit K-2;  
Your Cost —\$19.92\*  
Your Profit—\$13.28



OR  
PACKAGED  
IN  
SELF-SERVICE  
BAGS



A complete line of over 85  
fixtures also available from  
open stock.

\* Prices slightly higher west of Rockies.

ORDER FROM YOUR WHOLESALE

**Turnbuckles**  
TURNBUCKLES, INC.

BOX 333, MICHIGAN CITY, INDIANA  
FACTORY: GRAND BEACH, MICHIGAN

"One good turn (buckle) deserves another"

we could buy wholesale and sell at a profit right in our own store. Make no mistake about it—the stamp premium merchandise is of good quality. The average hardware store will find many of its own top lines—Revere, Wear-ever, Echo, Philco, Westinghouse, General Electric, etc.—on the premium list. Thus, the store actually is in competition with itself.

We figured the actual cost this way:

The stamp promoters were charging us on the basis of getting back 100 percent of our sales in stamps. But it doesn't work out that way. A great many stamps are never redeemed. In fact, some estimate the redemptions may run as low as 20 percent. Yet the dealer is paying the promoters from 2.3 to 3 percent on the basis of 100 percent of sales.

One stamp is given for every 10 cents in merchandise sold. To fill a book holding 1,200 stamps, the customer has to buy \$120 in merchandise. On that same book, we were paying approximately 2.7 percent, or \$3.24, to the stamp promoters.

We figured the giveaway was costing us about \$600 a month. We

felt if we really wanted to put on a sustained promotion to stimulate business, why not give the customers a 100 percent benefit with a real giveaway? For example, for that \$600 a month we could give away absolutely free—at wholesale cost to ourselves—probably 60 to 75 refrigerators over a year's time. Certainly we could give away two or three refrigerators in monthly contests, save money, build up much more interest and trade than the stamp plan could accomplish.

As I see it, the only way a hardware dealer can keep the stamp plan for any length of time without making it cost him excessively is to up the price of his merchandise. You simply reach the point where you have to raise your prices or get out of the stamp plan altogether. We chose to get out instead of raising our prices.

Many customers think prices go up automatically when a store puts in a stamp plan, anyway. Some customers who don't want stamps feel they are being made to pay a higher price unjustly—and they resent it. Of course, they are exactly right and are justified where prices are raised. If your neighbor-

hood hardware competitor doesn't have a stamp plan, customers who feel your prices are higher because of the stamps may take their business down the street.

There are a number of stamp plans in operation in Memphis. One plan, used principally by a big grocery chain, provided Memphis families with more than \$500,000 in gifts this past year—at no cost, the promoters advertise.

But most people are smart enough to realize you don't get much for nothing these days. They figure the public is paying for it, one way or another.

Meanwhile, since our success has been built on quality merchandise at fair prices, backed by good service and courteous personnel, we are confident we can continue to grow and show substantial profit at year's end without stamps.

We were in the hardware business long before the current stamp plan was born. And we believe we will still be in business long after it fades away.

## Pre-Packaging Items Is Stimulating Sales

(Continued from page 39)

time, sales doubled.

Because dust mops became soiled and shopworn so quickly, Five Points Hardware had ceased stocking them. When the factory began enclosing the mop head in polyethylene bags, they were put back in stock—and sold well.

Before pre-packaging, the store had latch sets returned occasionally because of allegedly missing parts. Now the sets are checked, then pre-packaged and sealed with tape. Customer complaints no longer stand up.

For its pre-packaging, Five Points Hardware uses polyethylene bags. Store employees do the packaging during slack time.

Pre-packaging can enhance display greatly especially with the use of peg board displays, Cleage reported. He has packaged old stock of door pulls and hinges that wasn't moving, displayed them on a peg board, and now they are selling well.

Five Points Hardware has pre-packaged only the goods it couldn't buy pre-packaged. Cleage is thoroughly convinced that pre-packaging is the responsibility of manufacturers.

"The hardware industry to a large extent is operating still in

Your Jobber has  
**FULLER** money-making  
specials like this

ALL  
THE  
TIME

Bright! Colorful! New!  
**BONUS BASKET**  
of 72 "BIG" Fast-Selling  
Screwdrivers

12 each of Fuller's brightly colored Advance Brand heavy duty, extra heavy duty, mechanic, electrician and cabinet screwdrivers for slotted screws to retail for just 29c each, 3 for 79c... in a FREE neoprene resaleable basket that is a sure sales "catcher". Value? \$21.00. Cost? Only \$13.92. Markup? A huge 57%!  
**ORDER your BONUS BASKET DEAL—No. 29—TODAY.**  
Ask about Fuller's other Money Makers, Too!



**FULLER TOOL COMPANY, INC.**

3522 Webster Avenue, New York 67

World's largest producers of unbreakable amber handle tools



horse-and-buggy fashion," he insisted. "If we can't cut costs, we'll be forced out of business. Self-service is a must for the future, and pre-packaging obviously is a pre-requisite to self-service."

"Of course, we can't ever go over to self-service completely. What we hope to do is to install as much self-service as possible, increasing our sales volume and retaining our present personnel setup."

## 12-Month Profits from Toys

(Continued from page 43)

for the girls. Games involving numbers and the alphabet are popular for the pre-school child.

"I believe parents and dealers should place more emphasis on the educational value of toys. The market for the pre-school tutor type toys is growing all the time."

Musical instruments also sell well throughout the year. Last Christmas Allen's hottest single item was a guitar, for which he thanks rock 'n' roller Elvis Presley. Allen couldn't get enough of them.

Electric trains also can be sold throughout the year. Allen has three prices, running from \$19.95 to \$50.

Dolls are offered in several sizes and prices. The best sellers are \$4.95 and \$5.95 ones, although all up through \$6.95 are in good demand. The store offers some more expensive dolls, but stocks few of them.

Doll furniture and beauty kits are good allied lines.

Boys, of course, demand football, softballs, basketball and baseball items. Allen stocks these as the seasons come along.

In wheel goods, Allen offers tri-cycles, trucks and wagons. The store also stocks the rocking horse and similar motion toys.

Most toys are sold for cash, even at Christmas, Allen reports. However, the store does offer a layaway plan for customer convenience.

Allen gives much credit to the year-long pulling power of his Christmas toy catalog. The store in early fall begins distributing from 5,000 to 10,000 such catalogs. Well in advance of the distribution—which is made from door to door by Boy Scouts hired for the task—Allen gets out personal letters to customers advising them to be on the lookout for the catalogs. The

letters point out that the catalogs can be used for ordering by phone or shopping in the store. The store gets many orders by phone.

Some toy catalogs are kept in the store's delivery truck. One is left at most homes the truck visits if the homes don't already have one. Sales from these catalogs can come months later.

Toys listed in the catalogs are tested, approved, and accepted. They are quality items. Allen buys at least one of each toy represented in the catalog. Then he restocks in quantity those that sell best.

He believes in keeping a stock that's balanced enough for the customer to fill all his needs in the store without having to visit several other stores.

Allen advises dealers not to be afraid to stock the more expensive toys. Many customers will demand the higher priced items.

"I believe the hardware dealer willing to stock a complete line of quality, catalog-advertised toys and promote the line can get a good share of his community's toy business at any time of the year," Allen declares.

"It seems to me that hardware stores in the smaller towns especially should seriously consider toys as a year 'round department. In such towns, people look more toward the drug and variety stores for toys and few drug and variety stores handle the more expensive, quality toys. In my own neighborhood, I figure drug store toys have little effect on my business. The drug stores offer few toys selling for more than 49 cents, and I am not interested in toys selling for 49 cents or less. You can't make much money out of cheap toys. Why tie up your money?"

## Variety Is a Key to Sales

(Continued from page 44)

would offer as a 'special' for a few weeks 10% off to those making purchases of \$10 or more. The response was excellent," Mizell explained. "At Christmas we sent out 3,000 toy catalogs within a one-mile radius. We also set up seven tables in addition to the 400 square feet of space for toys in the rear of the store and along the side. We highlighted toys throughout the store instead of concentrating this department in one section."

Hillendale finds it beneficial not



## Floor-protectors... or sales-makers?

Your customers think of Bassick Rubber Cushion Glides as floor-protectors. Bassick's year-in, year-out advertising to Saturday Evening Post's almost 5,000,000 families has seen to that.

That's why—for you—Bassick Rubber Cushion Glides are such easy sales-makers. Especially now, with the new see'n-sell tubes and self-merchandising display package. (They're still available in bulk too, of course, for large orders.)



New display package (decimal packaging) starts impulse sales.

This smart new packaging lends itself to display—does part of the selling for you. Order from your wholesaler, open up the display flap on the carton, and set yourself up some sales-making glide displays. Display them in both your houseware and hardware departments—because women are even better glide prospects than men. THE

BASSICK COMPANY,  
Bridgeport 2, Conn. In  
Canada: Belleville, Ont.

7.22



MAKING MORE KINDS OF CASTERS MAKING CASTERS DO MORE

to be too exacting with children.

"A youngster returned a broken car a half hour after he had bought it. We allowed him to exchange it. However, when he returned an hour later with even greater damage to the second car, we were firm, but sympathetic, and offered him the first car he had returned. He went away satisfied believing we had treated him fairly," Mizell said.

Hillandale Hardware encourages a cash business. While budget accounts may be opened with payments of \$5 a week, no account may run in excess of 90 days. Two or three payments may be skipped before the store calls this to the attention of the customer on his monthly statement. If no payment is forthcoming, the account is turned over to the credit bureau for collection.

Layaways help stimulate volume at Christmas. Store and window signs announce that a \$1 deposit will hold an item for a desired period. However, payments are expected to be completed within 90 days.

"We find our best promotion coming from the children themselves. A novelty toy like a rocket

ship can bring in a stream of youngsters after one sale. Frequently several reorders are required to keep up with demand."

Mizell believes that toy dealers can take advantage of the various seasons to promote certain toys.

"We usually put in kites in March. We tried them early this year—at the beginning of February—and had such a run of sales that we had a hard time keeping up. One boy standing on a hill flying a kite can start it, or an unusual or new toy that has been shown on television or in a magazine can create heavy demand. It is somewhat difficult to anticipate such demand because you do not know what will catch on, but it may be stimulated by placing the item in the window, at the store entrance, or at some other good traffic point."

#### Sales Force

Hillandale has two full-time salesmen, three part-time salesmen for evenings, Saturdays and Sundays. The store's hours are from 9:00 a.m. to 9:00 p.m. daily, six days a week, and 10:00 a.m. to 3:00 p.m. on Sundays.

"One of the best promotional ideas is a birthday gift table of items for boys and girls, three to eight, ranging in price from \$1.00 to \$1.50. There is a never-ending demand for these items for birthday parties.

"Our young toy customers who do their own buying and make their own selections, depend on local stores for their needs. They receive here the attention and consideration they require. Though they are price-conscious, the convenience of a neighborhood store where they are known plays an important part in their toy buying," Mizell said.

#### Timely Promotions Build Added Volume

(Continued from page 46)

heart—of the passerby. He looks at wagons, and often comes in to buy a heater or, perhaps, some bolts or tools.

"We sell a world of red wagons throughout the year," Sparks concluded. "It is a very profitable item. And so are tricycles, scooters, and every other toy that runs on wheels."

## Sarlo Power Mower

For a QUICK job on a smooth lawn or tough weeds you can't beat a SARLO Power Mower. They are precision built for safety and are so easy to push that even children can handle one.

SARLO Power Mower has a 21 inch cut with a special double-edge blade and is powered by a 2 h.p. to 3.6 h.p. Clinton engine. All moving parts have ball bearings.

Write or Wire for Complete details. SARLO sales program with special aids and merchandising all add up to profits for you. Contact Arnold Sarlo, Sales Manager.

Jobbers-Retailers in the South: For a real profit and volume mower choose SARLO.



Manufactured by

**FORT MYERS IRON WORKS**

2315 Anderson Ave.

FORT MYERS, FLORIDA

EDison 5-8341

## new ideal knob latch

with  
"Oiled For Life"  
Construction

The new Ideal "A" Series Knob Latch is quality designed for aluminum and other combination storm and screen doors. It has a floating, heat treated hexagon spindle supported on either end by a Bronze Oilite bearing. Installation is by two thru-bolts that absorb pulling strain.

Drill only three 1/4" holes. Key locking can be made before or after the latch is installed. Two finish coats are separately baked on over Parkerized heavy Zamac die castings... a base silver aluminum coat and then a clear Epoxy enamel finish.



Available through leading wholesale hardware and building supply jobbers or write us.

**IDEAL BRASS WORKS, INC.**

250 E. 5th Street • St. Paul 1, Minn.

*Ideal*

# DEALER SALES AIDS

*For more information on these sales aids  
use the free post card at bottom of page*

## Chain Salesmaker

The ACCO Salesmaker, designed to sell chain right off the reel, is announced by American Chain & Cable Co., Inc., 929 Connecticut Ave., Bridgeport 2, Conn.

The unit requires less than two sq. ft. of floor space and stores and sells an assortment of seven chains. It is equipped with a chain cutter with hard wood grips. The cutter is permanently attached or furnished separately.

The company also announces a



change in packaging of chain refills for the display unit. Until now, the industrial chain distributor had to repackage the chain refill reels for shipment to the dealers. Now, each refill reel is packed in a single reshippable carton which is labeled with size, stock number, and description. Five of these reshippable cartons are then packed in a single and larger shipping container. The container labeling is identical with carton labeling. For more information—

Circle No. N1 on coupon, pg. 60

## Socket Set Wall-ettes

Along with the Challenger Self-Service Wall-ettes featuring wrenches, pliers, and other hand tools, Peters Tool Corp., Schiller Park, Ill., is now introducing a line of complete Socket Set Wall-ettes.

With each Socket Set Wall-ette comes a permanent metal display-hanger which fits any standard perforated board, or may be hung on any wall. When the Socket Set is placed in position, the hanger is concealed.

Six different Socket Set Wall-ettes



are available, for turning nuts and bolts from 3/16 to 1 1/4 inches. Also attachments cover broadest use requirements. All sockets are precision-made from tough alloy, plated with chrome. Boxes are heavy-gauge metal, finished in green Hammer-oid. For more information—

Circle No. N2 on coupon, pg. 60

## Padlocks Special

A free point-of-sale display card plus three free Master padlocks are being offered by Master Lock Co., Milwaukee, Wis., as part of its new No. 320 Display Special.

The colorful permanent display

## Handy Return Card

- Request More Information on  
Sales Aids  
New Products  
Catalogs & Bulletins

## NO POSTAGE NECESSARY

Please be sure to fill in your Firm's Name and your position on the coupon. This service cannot be extended to you unless this information is furnished.

Postage  
Will be Paid  
by  
Addressee

No Postage  
Stamp Necessary  
if Mailed  
in the  
United States

## BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & B., ATLANTA, GA.

## SOUTHERN HARDWARE

806 Peachtree St., N. E.  
Atlanta 8, Ga.

card features six of the company's fastest selling numbers, with retail prices ranging from 25 to 75 cents. It is 7½" wide by 12½" high, and is equipped with Master's patented, rubber-tipped metal easel.

The three free padlocks in the 320 Display Special are the No. 44, retailing for 25 cents; the No. 66, retailing for 45 cents; and the No. 500, retailing for 75 cents.



The complete 320 Display Special contains the display card and 42 Master padlocks—seven each of Nos. 44, 55, 66, 22, 105, and 500. The dealer pays for only 39 of the padlocks, and gets the display card and three padlocks free. Total retail value of the 320 Display Special is \$20.65, with the cost to dealers \$12.80. For more information—

Circle No. N3 on coupon below

### Garden Tool Unit

O. Ames Co., Parkersburg, W. Va., recently announced a metal garden



tool merchandiser which is 39 inches wide, 28 inches deep, and 45 inches high, and which holds for display and stock up to five dozen tools (no small hand tools included).

The blue and silver merchandiser is constructed of heavy gauge wire and tubing. It rolls on three inch casters and can be used indoors or outdoors. For more information—

Circle No. N4 on coupon below

### Plastic Pipe, Fittings

Yardley Plastics Co., Columbus 6, Ohio, announces it is now distributing a new family of merchandising aids to help dealers in selling plastic pipe.

The sales aids include a combination floor display and plastic pipe dispensing reel; a counter display, shown; and advertising materials such as a large colorful banner for window or wall, mailing pieces, stuffers, ad mats, and electric signs.

The floor display is called "Tell 'N Sell Jr." It is a single-reel display

dispenser with a "target" sales message printed in bright colors, which tells the customer that plastic pipe is "the low-cost way to get cold water piping done." The display is tubular steel and occupies six square feet of floor space.



The counter display is a companion piece which displays Yardley's complete line of plastic fittings—high-impact Styrene and Nylon tees, ells, adapters, couplings, and clamps in popular sizes. For more information—

Circle No. N5 on coupon below

### Bit Display Panel

Two new merchandiser units, consisting of display stocks of Speedbor "88" electric drill and 62T brace-type wood bits with free metal display panels, are offered by The Irwin Auger Bit Co., Wilmington, Ohio.



All bits are packaged in the Irwin Sellopak dress-up jacket which permits bits to be hung on the 13 permanent hooks attached to the display panels.

The free metal display panels have a 3-color baked enamel finish and require only 14¼ inches of space for mounting on walls, doors, peg board, or end of island tables.

The M-88 Merchandiser unit consists of 20 Speedbor "88" electric drill

Please send me these catalogs and bulletins:

A1	A5	A9	A13	A17	A21	A25	A29	A33	A37	A41	A45	A49	A53	A57
A2	A6	A10	A14	A18	A22	A26	A30	A34	A38	A42	A46	A50	A54	A58
A3	A7	A11	A15	A19	A23	A27	A31	A35	A39	A43	A47	A51	A55	
A4	A8	A12	A16	A20	A24	A28	A32	A36	A40	A44	A48	A52	A56	

Please send me more information on these sales aids:

N1	N6	N11	N16	N21	N26	N31	N36	N41	N46	N51	N56	N61	N66
N2	N7	N12	N17	N22	N27	N32	N37	N42	N47	N52	N57	N62	N67
N3	N8	N13	N18	N23	N28	N33	N38	N43	N48	N53	N58	N63	N68
N4	N9	N14	N19	N24	N29	N34	N39	N44	N49	N54	N59	N64	
N5	N10	N15	N20	N25	N30	N35	N40	N45	N50	N55	N60	N65	

Please send me more information on these new products:

446	447	448	449	450	451	452	453	454	455	456	457	458	559
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Send more information on advertisements (give advertiser's name):

My Name .....

Position .....

Company Name .....

Street .....

City ..... Zone ..... State .....



bits and free display panel. Two each of sizes  $\frac{1}{4}$ ,  $\frac{3}{8}$ ,  $\frac{1}{2}$ ,  $\frac{5}{8}$ ,  $\frac{3}{4}$ ,  $\frac{7}{8}$ , and 1", plus one each of sizes 5/16, 7/16, 9/16, 11/16, 13/16, and 15/16", are included as display stock. Dealer cost is \$10; retail value, \$15.

The M-62T Merchandiser unit consists of thirteen 62T hand brace bits, sizes  $\frac{1}{4}$  to 1", and a free display panel. Dealer cost is \$10.37; retail value, \$15.56.

Each Merchandiser unit is packed individually in its own shipping carton and may be ordered from Irwin wholesalers. For more information—

Circle No. N6 on coupon, pg. 60

## Power Tools Display

A new counter display stand, the ADS-11, has been announced by Portable Electric Tools, Inc., 320 West 83rd St., Chicago, Ill. The unit measures 32 $\frac{1}{2}$ " high, 15 $\frac{1}{2}$ " wide, and 19 $\frac{1}{2}$ " long. It is available free to



dealers who purchase the 6 $\frac{1}{4}$ " saw and the  $\frac{1}{2}$ " drill plus any combination of the following four pieces of equipment:  $\frac{3}{8}$ " drill, oscillating sander, jig-saw, and the drill-saw team combination. For more information—

Circle No. N7 on coupon, pg. 60

## PRINTED HELPS

and other sales aids for 1957

Red Jacket Manufacturing Co., 1051 S. Rolff St., Davenport, Iowa, offers to dealers a number of catalogs and display packages covering its line of pumps. It also offers dealers a 3-color metal identification sign free with an order of three power pumps at one time. Other sales helps available include 12" x 17" trademark decals, small size decals, and news mats on all of the company's products. For more information—

Circle No. N8 on coupon, pg. 60

(More Sales Aids, pg. 62)

# THE PEOPLE'S CHOICE!



They're the best!—these three famous brands of seine twine. Designed to give your customers top quality in cotton... nylon... or a combination of synthetic fibers.

**GOLD MEDAL NYLON FILAMENT SEINE TWINE**—lasts longer... resists rotting, the favorite nylon seine twine on the market.

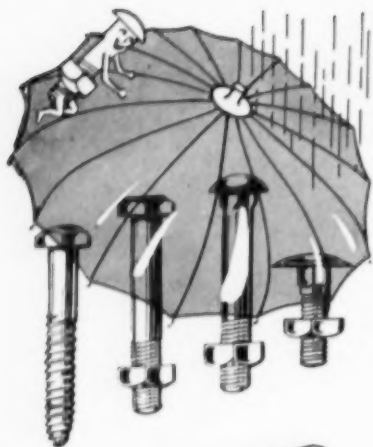
**GOLD MEDAL COTTON SEINE TWINE**—economical... bought by the majority of fishermen... truly, the old reliable.

**NYAK SEINE TWINE**—synthetic fibers carefully combined to give a dependable twine... economical, too... a big seller.

*Gold Medal*  
**QUALITY SEINE TWINES**  
THE LINEN THREAD CO., INC. • 418 Grand Street, Paterson 1, N. J.



60 East 42nd St. New York 17, N. Y. • 140 Federal St. Boston 10, Mass.  
Lombard & Calvert Sts., Balt. 3, Md. • 105 Maplewood Ave., Gloucester, Mass.  
158 W. Hubbard St., Chi. 10, Ill. • 116 New Montgomery St., San Fran. 5, Calif.



# CLARK

**Protective  
Coating...  
protects your  
reputation**

Clark's special rust-resistant coating does more than provide all-weather protection for Clark bolts, nuts and rivets in storage and in use. By protecting the products, this exclusive CLARK process also protects your reputation for handling quality products.

Dealing with CLARK also offers the advantages of:

**SPEEDY DELIVERY**—Prompt processing of orders, shipment by fastest means... and usually from stock.

**SUPERIOR PACKAGING**—"Engineered" to save space and speed inventory-taking, provide maximum protection, permit instant product identification.

**PERSONAL SERVICE**—At Clark, every order is an important order... receives the personal attention and follow-through it deserves.

**CLARK  
BROS. BOLT CO.  
MILDALE, CONN.**

**Jackson Manufacturing Co.**, Harrisburg, Pa., has available the following sales aids: 3-fold color circular on home and garden equipment line; 8½" x 11" page printed in two colors, both sides, describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; 22" x 11" window streamer on Lawn Sprayer; 22" x 11" window streamer on 2-in-1 Spreader-Cart; 2-column newspaper mats featuring Lawn Sprayer and/or 2-in-1 Spreader-Cart; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

**Circle No. N9 on coupon, pg. 60**

**Molly Corp.**, Reading, Pa., has available for dealers: metal merchandiser #612 containing 600 Molly screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors; 2-color leaflet on screw anchors; 2-color leaflet on Hi-Speed Installer; 2-color leaflet on utility plugs; 3-color, 21" x 9" window streamer featuring Molly screw anchors; and newspaper mats. For more information—

**Circle No. N10 on coupon, pg. 60**

**Wickwire Brothers, Inc.**, Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

**Circle No. N11 on coupon, pg. 60**

**Swisher Mower and Machine Co.**, Warrensburg, Mo., offers to dealers catalog sheets describing its entire line of self-propelled and hand-propelled rotary mowers. Also envelope stuffers, newspaper mats, radio scripts, giant window or wall banner, and other point-of-sale materials are available. For more information—

**Circle No. N12 on coupon, pg. 60**

**Henry L. Hanson Co.**, Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in supporting holes and serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stocks. An information chart is also available.

The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

**Circle No. N13 on coupon, pg. 60**

**Camillus Cutlery Co.**, Camillus, N. Y., offers the following sales aids in connection with promotions of the Camillus and Camco pocket knife lines: In the Camillus line are two display cases, the #5600 for the display of 12 and the #56-24 for the display of 24 pocket knives. Glass front panel with limed oak frame protects and displays knives in open position. Panels on both displays fit into locked wood storage cabinet base or can be used for wall or window display. Both #5600 and #56-24 are available without extra charge through Camillus wholesalers. Also available free of charge are window streamers in three colors, pennants in three colors, free newspaper mats, catalog sheets, and special promotion tips. For more information—

**Circle No. N14 on coupon, pg. 60**

**Shopmaster, Inc.**, 1214 So. Third St., Minneapolis 15, Minn., offers its dealers the DK-58 Merchandiser which the company describes as a complete power tool department set up in a 3' x 5' floor area. Six of the fastest moving tools and 17 basic accessories for each tool are included. All tools are properly merchandised and displayed on a floor model steel stand with a peg board back for the display of accessories. The unit is finished in chartreuse and red and has an SM insignia fastened to the top of the display. Although designed primarily for power tools, its standard step up design allows merchandising of other items during off season months. For more information—

**Circle No. N15 on coupon, pg. 60**

**Plymouth Cordage Co.**, Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesTak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising and assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

**Circle No. N16 on coupon, pg. 60**

**Wooster Rubber Co.**, Wooster, Ohio, offers dealers a free dispensing unit for its new shelf and storage area rubber coverings, Rubbermaid Shelf-Kushion, which comes in 45' rolls. Merchandising aids for dealers stocking the new product include window and wall banners, and consumer folders which feature additional home uses for the rubber shelving. For more information—

**Circle No. N17 on coupon, pg. 60**

**Aladdin Laboratories, Inc.**, 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E Hand Warmers. Included is a cardboard counter display, a four-color folder stuffer, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering, clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available from the company, direct. For more information—

Circle No. N18 on coupon, pg. 60

**Montague-Ocean City Manufacturing Co.**, "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. For more information—

Circle No. N19 on coupon, pg. 60

**Atlas Asbestos Co.**, North Wales, Pa., wick manufacturers, furnish through wholesalers, metal merchandisers and cardboard counter displays with the purchase of merchandise. Two displays are the metal merchandisers for Glaswik and Flamemaster which not only keep 100-foot rolls of these wick brands clean, fresh, and easy to cut, but remind customers to order wick. With the 5½' rolls of Glaswik, Flamemaster and Beswik, a counter display is furnished with every dozen individual boxes of a size — the individual boxes being packed one dozen to a counter display. For more information—

Circle No. N20 on coupon, pg. 60

**Supreme Products Corp.**, 2222 S. Calumet Ave., Chicago 16, Ill., has designed a colorful display, free to dealers, for its power drill auxiliary, the Versamatic. Included with the display are point-of-sale consumer leaflets. For more information—

Circle No. N21 on coupon, pg. 60

**Lamson & Sessions Co.**, 1971 W. 85th St., Cleveland 2, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's "Brite Plated" bolts, nuts, and screws. For more information—

Circle No. N22 on coupon, pg. 60

**Moore Push-Pin Co.**, 113-25 Berkeley St., Philadelphia 44, Pa., offers an attractive counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10¾" high, with a 9" diameter base. For more information—

Circle No. N23 on coupon, pg. 60

**Linen Thread Co., Inc.**, 418 Grand St., Paterson 1, N. J., offers dealers

**New**

outline for your profit picture

# SILHOUETTE

by **Health-o-Meter**



Get set for spirited sales when your customers see the sleek look of the new Model 87—slimmest in the Health-o-Meter bath scale line. Easy-reading, 260-lb. capacity Panoramic Dial shows even slight weight variations without squinting. Practical, built-in handle makes lifting safe and sure. Beautiful, enameled finished colors set-off by chrome and gold trim. Safer, anti-skid vinyl platform mat is scuff-resistant too. Profitable, display the new Model 87, and watch traffic jam your store!

Other Health-o-Meter bath scales from \$7.45 to \$42.95.

Write today for information and quantity prices.

Retails for only

**\$1195**

Yet gives you maximum profit per sale!

All-chrome Model 89 \$14.95

All-gold finish Model 89G \$18.95

(Prices slightly higher Denver and West)

## Health-o-Meter

Precision-built weighing instruments for over 30 years

CONTINENTAL SCALE CORPORATION  
5701 Claremont Ave.  
Chicago 36, Illinois



## Griffin HACKSAW BLADES ARE EASIER TO SELL

### EACH BLADE —

Clearly Marked  
Tooth Size and  
What it Will Cut

### EACH BLADE —

Marked for Front End

### EACH BLADE —

Top Quality  
The Best in Blades  
Since 1880

### EACH BLADE —

Painted, Looks Good,  
No Rust, No Scale

### ALL BLADES —

Factory Guaranteed

Ask your jobber for GRIFFIN  
HACKSAW BLADES, COPING  
SAW BLADES, SCROLL  
SAW BLADES; or write for  
additional information and  
dealer prices.

## Griffin

**G. W. GRIFFIN COMPANY**  
Franklin, New Hampshire

Sales Representatives  
John H. Graham & Co. Inc.  
105 Duane Street, New York 8, N. Y.

FRONT

Griffin  
STANDARD  
NO. F1018

18T

CUTS BOLTS, PIPE AND  
MEDIUM SECTIONS

sample cards which will serve as sales aids for the company's seine twine. Attractively designed, the sample cards may be hung within customer view to dramatize the product. For more information—

Circle No. N24 on coupon, pg. 60

**Power Products Corp.**, Grafton, Wis., will supply dealers of its power mower engine with cartoons and other sales aids on request. For more information—

Circle No. N25 on coupon, pg. 60

**Lebanon Chemical Corp.**, Lebanon, Pa., offers a number of free merchandising aids for its line of fertilizers, weed killers, insecticides and fungicides. A metal store sign "Authorized Dealer" is 15" x 12", silk screened in black and Day-Glo red or white baked enamel finish. Leaflets and stuffers are in two and three colors and offer wide variety. A 1-minute or 20-second radio announcement on any product plus newspaper mats and window streamers are also offered. A Dealer Aid Folder 17" x 22", folding to approximately 8½" x 5½", two colors, two sides, describes all merchandising aids for the dealer's convenience and is available without cost. Lebanon also will pay 50 percent of newspaper and radio advertising expenses upon presentation of invoice and proof of insertion and use. For more information—

Circle No. N26 on coupon, pg. 60

**S. G. Taylor Chain Co., Inc.**, Hammond, Ind., and Pittsburgh, Pa., offers dealers a new chain display stand with long-leverage chain cutter. When holding its maximum seven reels, it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Circle No. N27 on coupon, pg. 60

**Gale Products**, Dept. 517A, Galesburg, Ill., makes available to Bucaneer dealers a full merchandising kit, including dealer displays and consumer brochures, on its eight new 1957-model outboard motors. For more information—

Circle No. N28 on coupon, pg. 60

**Peterson Mfg. Co.**, Dept. SH-3, DeWitt, Nebr., offers free promotional material for its new vise-grip (with easy release), consisting of a "space-saver" counter display and window banner. An introductory offer is available for one free No. 10R vise-grip (a \$2.45 value) with purchase of an eight-tool counter sales kit. Dealer cost for the kit is \$13.00, with retail price, \$19.50. For more information—

Circle No. N29 on coupon, pg. 60

**Swan Rubber Co.**, Bucyrus, Ohio, offers to dealers a wide variety of free retail sales-aid items on its garden hoses, including book matches, envelope stuffers, "small item" envelopes, and pocket protectors. The company, in addition, has designed

the Swan "Merchandiser" metal display stand which, with casters, may be moved about the store or outside to attract sidewalk traffic. For more information—

Circle No. N30 on coupon, pg. 60

**Daisy Manufacturing Co.**, Dept. 3837, Plymouth, Mich., has created a free dealer promotion package consisting of: a pyramid gun display (cowboy hat size) die-cut to hold any Daisy and card; a display card for the pyramid illustrating 98, 25, 94, 1094 air rifles; and a newspaper advertising mat illustrating all models. For more information—

Circle No. N31 on coupon, pg. 60

**Fuller Tool Co., Inc.**, 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be conveniently hung from the rack for customer convenience. For more information—

Circle No. N32 on coupon, pg. 60

**Geyer Manufacturing Co.**, Rock Falls, Ill., offers its dealers a selection of ad mats covering the most popular items in the Geyer Farm and Garden Tool line. An illustrated brochure for easy ordering is available on request. For more information—

Circle No. N33 on coupon, pg. 60

**Tennessee Coal & Iron Division**, United States Steel Corp., Fairfield, Ala., offers dealers promotional items—folders, leaflets and a new edition of Farmers and Ranchers Handbook—to tie-in with its 1957 advertising campaign in farm magazines. Also available to dealers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—

Circle No. N34 on coupon, pg. 60

**Heineke & Co.**, Springfield, Ill., offers to Excellor power mower dealers a special demonstrator model plan for obtaining, at great savings, a Model 178-R with every six mowers purchased. Included with the demonstrator, at no extra cost, is a point-of-sale merchandising kit, including folders, window streamers and banners, wall posters, feature string tags, radio and TV spot announcements, and newspaper ad mats. For more information—

Circle No. N35 on coupon, pg. 60

**Stanley Hardware**, Division of the Stanley Works, 763 Lake St., New Britain, Conn., announces new and improved merchandising features for its household hardware, including packaging, layout guides, and attractive displays. Available to dealers is the N2 pegboard display stand which allows vertical or horizontal item arrangement. Stanley products are now



visually packed, firmly mounted on yellow and black space-saving cards, on the back of which carry all customer information: item name and number, suggested usage, proper application, finish, and materials. For more information—

Circle No. N36 on coupon, pg. 60

**Scott-Atwater Manufacturing Co.**, 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott-Atwater dealers in 1957. This material includes free mats and ad builders; giant window streamers which feature the new deluxe 40 HP Royal Scott motor; handout stuffers; line folders; four color post cards; dealer decals; imprinted match books; service uniforms; satin banners; dealer stationery; picture murals; miniature Scott-Atwater plastic motors; Scott-Atwater mobiles; giant corrugated banners; a new full color billboard; a one minute radio recording and a one minute TV film spot announcement. A giant color announcement display, a 5½' illuminated display with animated letters featuring a three dimensional 40 HP motor, is one of the many signs and displays available. For more information—

Circle No. N37 on coupon, pg. 60

**Carolina Washboard Co.**, Raleigh, N. C., offers a colorful display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000, \$.90 per doz.; 4 doz. No. 00, \$.90 per doz.; 2 doz. No. 0, \$1.20 per doz.; 2 doz. No. 1, \$1.20 per doz.; 2 doz. No. 2, \$1.20 per doz.; 1 doz. No. 3, \$1.50 per doz. — list price is \$16.00. For more information—

Circle No. N38 on coupon, pg. 60

**Adjustable Clamp Co.**, 437 N. Ashland Ave., Chicago 22, Ill., offers free electros and mats to interested dealers for its "Jorgensen" and "Pony" clamps ("C" Clamps, Clamp Fixtures, Bar Clamps, Handscrews, Press Screws, etc.) Also a wide variety of pages and stuffers for counter use, for "homecrafters," school shop teachers, welders, woodworkers, etc., are available. For more information—

Circle No. N39 on coupon, pg. 60

**Moe Light Division of Thomas Industries, Inc.**, Louisville, Ky., has available for dealers a number of ceiling, wall and counter merchandising display deals, including a recessed box display unit. The lighting fixtures are displayed on peg board. On these deals all fixtures are individually packaged and are shipped directly to the dealer, master packed and equipped with mounting and wiring kits, plus complete display unit and merchandising sales helps; rail freight prepaid at Hopkinsville, Ky., on all fixtures and display units. Additional aids include free advertising

# GREENLEE

your highly dependable source  
of fine hand tools



WHEN you stock the GREENLEE line, you can be sure that you have tools of inherently outstanding value and excellence. You can be sure, also, that you have a reliable source upon which you can *always* depend.

For nearly 50 years this firm has been famous for fine products. It is equipped with the best of modern production machinery and factory facilities... uses only the finest grades of materials for its tools... employs highly experienced craftsmen to produce them.

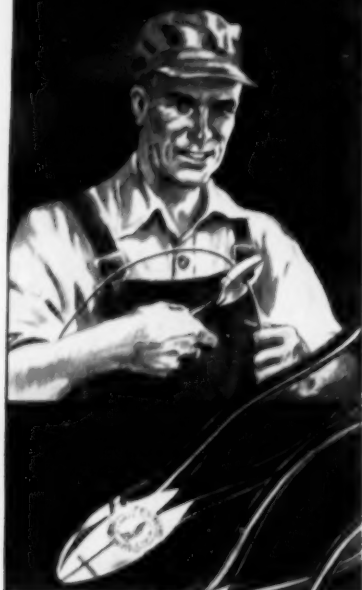
And each year finds more new developments in work at GREENLEE. New product improvements, better packaging, consistent national advertising—all designed to make this a top selling line for you. All are reasons why it pays to stock and build extra volume with GREENLEE... a progressive, *highly dependable* source for you.



STOCKED BY LEADING WHOLESALERS

**GREENLEE TOOL CO., 1826 HERBERT AVE., ROCKFORD, ILLINOIS**

# MAKE MINE KLEINS



201-NE



202

301

Linemen, electricians... men who know good tools... are satisfied only with the best. When it comes to pliers, they know the best is Klein's—famous for quality "since 1857."

For your top customers... those who appreciate the finest in tools... be sure your stock of Klein Pliers is adequate.



This convenient display rests on your counter or hangs on the wall. It is strong and sturdy and carries a selection of the most popular Klein Pliers. Furnished FREE when ordered with pliers and handles to stock it. See your hardware distributor.

Foreign Distributor:  
International Standard Electric Corp.,  
New York



mats, product shots of fixtures, a variety of full color catalogs, brochures, envelope stuffers, and promotional flyers. For more information—  
**Circle No. N40 on coupon, pg. 60**

**Style-Crafters, Inc.**, Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full-color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV spots, and packaging. For more information—  
**Circle No. N42 on coupon, pg. 60**

**Rain Jet Corp.**, 6253 Hollywood Blvd., Hollywood 28, Calif., furnishes a wire display rack, 10½" x 14", with an initial, balanced assortment of Rain Jet Sprinklers. Each sprinkler and head is packaged individually in color-coded cartons; \$63.90 list price, 33½ percent off to dealer. An initial order includes a set of price lists and specification sheets; a supply of envelope stuffers is included with each shipment. For more information—  
**Circle No. N43 on coupon, pg. 60**

**True Temper Corp.**, 1623 Euclid Ave., Cleveland 15, Ohio, offers free to dealers its fourth annual Tool-Up Time Sales Kit. The kit features a large window display, adjustable in size, and designed for use by itself or with other display pieces in the kit. Picket fence cut out sections support both long- and short-handled tools. Newspaper mats are among other items included in the kit. For more information—  
**Circle No. N44 on coupon, pg. 60**

**American Bilrite Rubber Co.**, 22 Willow St., Chelsea 50, Mass., provides dealers with a group of advertising mats for Bilrite Garden Hose and Sprinklers. A metal hose shopping center rack is offered at a nominal cost. Also available is a special three-piece display, specially eased to stand alone or mount on a three-section pole which is also supplied, to serve on counters, in windows or mass display within the store. For more information—  
**Circle No. N45 on coupon, pg. 60**

For information on

CATALOGS & BULLETINS

See page 48

**Nixdorff-Krein Manufacturing Co.**, 916 Howard St., St. Louis 6, Mo., has available the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—  
**Circle No. N46 on coupon, pg. 60**

**Langley Corp.**, 310 Euclid Ave., San Diego 14, Calif., offers its dealers seven newspaper ad mats of Langley spinning reels and Fisherman's De-Liars. Mat proofs are reproduced in a 4-page folder and are available at no charge in 1- and 2-column widths, ranging from five to 10 inches deep. For more information—  
**Circle No. N47 on coupon, pg. 60**

**The Yale & Towne Manufacturing Co.**, Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in such strategic positions as next to the cash register, on the counter, in the window, or near tie-in merchandise. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—  
**Circle No. N48 on coupon, pg. 60**

**The Ruberoid Co.**, 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; metal, flat wall sign; metal truck sign; a Day-Glo banner; and a color selector chart. Also included are a number of colorful counter displays. For more information—  
**Circle No. N49 on coupon, pg. 60**

**Hanson Scale Co.**, 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display #D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor or in windows. It is finished with soft rose background and jade green trim. For more information—  
**Circle No. N50 on coupon, pg. 60**

**Propulsion Engine Corp.**, 311 Marion Ave., South Milwaukee, Wis., offers a number of dealer helps to cover its Mow-Master power mow-

## REEVE *ShureSell* Basic Unit for **GONDOLA** Assembly



**\$45<sup>00</sup>**

**Show More --  
Sell More ...**  
with this easily-assembled unit

All steel for heavy loads  
Includes base frame and double standards  
Day-to-day flexibility  
Brackets adjustable at one inch intervals  
50 sq. ft. of sales space on 18 sq. ft. of floor space  
All you supply is shelving  
Easy-to-follow assembly instructions included  
Economical...durable...pays for itself in profits, many, many times over... with fast, self-service sales of high mark-up small items.

## Complete *ShureSell* Gondola

**\$145.00** Includes  
Perfo-Board shelves,  
aluminum price strips,  
bin hardware and glass



### REEVE

#### Store Equipment Catalog

Every type of display item from ticket holders to complete display unit, fully illustrated and described. Full of valuable information on display assembly and modern store engineering. Send for it today.



## REEVE Company

Manufacturers & Distributors

MAIN OFFICE & PLANT

RIVERA (Los Angeles County) CALIF., OXford 2-3725

BRANCH: 820 E. 12th St., Oakland, California, TEmplehar 4-8944

# Warm Morning

AMERICA'S GREATEST NAME IN

## COAL HEATERS

**Outsells  
All Others!**

(nearly 2,000,000 sold!)

**Ten Models to  
Choose From**



MODEL "400"  
Largest Selling  
Deluxe Circulator  
in America



Only **WARM MORNING**  
Has the Exclusive, Patented  
**4-FLUE FIREBRICK**  
CONSTRUCTION



MODEL "618"  
New All Porcelain  
Radiant Heater  
At a Bargain Price

## LIBERAL STOCKING TERMS

Be sure and ask your **WARM MORNING** Distributor's  
salesman about our liberal, Early Stocking Terms and  
attractive Fall Dating Plan! Really  
saves you money!

SEND FOR LATEST CATALOG AND DEALER PRICES

# Warm Morning

A QUALITY LINE OF GAS & COAL HEATERS & GAS INCINERATORS

LOCKE STOVE COMPANY • 114-S West 11th Street, Kansas City 5, Missouri

## Consumers RUBBER TILE CEMENT

contains  
**REAL RUBBER**

✓ Ready to use.

✓ Cannot warp or injure tile.

✓ Fast tack, slow setting.

✓ Tight, permanent bond.

**Waterproof**



Covers  
150 Square Feet  
Per Gallon

Available in  
QUARTS, GALLONS,  
5 GALLONS  
**ORDER FROM  
YOUR  
WHOLESALE  
or direct**



**CONSUMERS GLUE CO.**  
1515 N. HADLEY ST. ST. LOUIS 8, MO.



### THE GENUINE HOLDFAST PIN

Giant springs with coils on either side prevent it from collapsing under the hardest storms. Housewives love it because its non-corrosive wire never rusts.

Help yourself to bigger profits, more satisfied customers by stocking Holdfast. Packed 6 gross of 18 pins on folder and 12 gross bulk in cartons.

### THE DEMERITT CO.

WATERBURY, VERMONT

Southern Representative:

R. N. Barber & Co.  
Waynesville, N. C.

Sold through the Wholesale Distributors

ers. Display material includes a jumbo size product identification tag to hang on the mower handle. A window display banner, 2 color, 17" x 30", features Mow-Master rotary mowers, and is designed for display window or wall use. Ad mats featuring Mow-Master rotary mowers and also Grind-A-Leaf pulverizer attachment for Mow-Master rotary mowers, are available in one-, two-, and three-column sizes. For more information—

Circle No. N51 on coupon, pg. 60

**Zeeco Co.**, 1131 East Easton St., Tulsa 1, Okla., offers to dealers a folder containing Goodstix window display, a counter display card, window streamers, and envelope stuffers announcing Zeeco's new Feather-touch Control now available on Models 33 and 44. For more information—

Circle No. N52 on coupon, pg. 60

**The Edwin H. Fittler Co.**, Philadelphia 24, Pa., offers several sales aids for dealers' use in merchandising Fittler products. (1) Octagonal Display and Dispenser Boxes 3/16" dia. up to and including 3/4" dia. sizes, Manila and Sisal Rope. (2) Wire Rope Display Racks requiring 20" x 30" floor space to display and dispense four sizes of rope — only a small charge made for this display rack when ordered with 300 lbs. or more of rope. (3) Counter Display Boxes containing 100 ft. connected coils Fittler Manila and Fittler Sisal Rope in 1/4", 5/16", 3/8" and 1/2" dia. sizes. (4) Rope Merchandiser that handles seven sizes of rope — displays, measures and cuts rope to desired lengths. Small charge made for this merchandiser, shipped freight prepaid. (5) Display Box containing 50 ft. connected coils of either 1/4", 5/16", 3/8" dia. sizes and 25 ft. connected coils 1/2" dia. size Fittler "Stabilized" Filament Nylon Yacht Rope. (6) Display Boxes containing Fittler high tenacity yellow polyethylene or Fittler Manila Water Ski Tow Ropes—six boxes to a master shipping carton. To all dealers handling Fittler Brand Manila Rope, Fittler will furnish, on request a blue and yellow metal sign for counter or wall use. For more information—

Circle No. N53 on coupon, pg. 60

**Champion DeArment Tool Co.**, Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers on this board are securely fastened in place and are lacquered to make an attractive, long-lasting display. The board is 3/4" plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments or the complete line of pliers which may be

## Tapatco TRADE MARK REGISTERED U.S. PAT. OFF. HORSE COLLAR PADS



For every work horse and mule.  
"The pad with the rust-proof red hooks"

## Tapatco TRADE MARK REGISTERED U.S. PAT. OFF. TRACTOR SEAT CUSHIONS



For every tractor and farm implement seat.

See your jobber or write us.

**THE AMERICAN PAD & TEXTILE CO.**  
Greenfield, Ohio

**MAKERS OF FAMOUS TA-PAT-CO  
HORSE COLLAR PADS SINCE 1881**

## PATIO GARDEN BELLS



- ★ 6-inch Solid Brass
- ★ Pony Shoe Bracket
- ★ Beautifully Polished
- ★ Display Packaged

**BIG SPRING SALES  
BIG SUMMER SALES  
YEAR 'ROUND GIFT SALES**

There is something irresistible about a BIG polished brass bell! And this Bell is a beauty that folks just won't be able to leave behind.

Bells are individually packed, fully assembled with bracket attached in attractive display cartons. Show it and you'll SELL it!



**BEVIN BROS.  
MANUFACTURING COMPANY**

East Hampton, Connecticut

Sales Representatives:

**John H. Graham & Co. Inc.**

105 Duane St., New York 8, N. Y.



sold right from the boards. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4½" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit has been designed to contain nine of the Heavy Duty Slip Joint pliers — four 6"; three 8"; and two 10" patterns. Each plier is individually cartoned and all nine pliers are packaged in a blue and white on silver foil carton. For more information—

Circle No. N54 on coupon, pg. 60

**Garcia Corp.**, 268 Fourth Ave., New York 10, N. Y., offers to dealers a consultant service, a library of 16mm sound-color films, and the services of fishing experts to set up in-store demonstrations and to present lectures. Merchandising aids include the Mitchell Counter Card, die-cut to hold Mitchell reel and one spool of Platyl; the Abu Reflex Lure transparent window streamer; the Spin Casting Streamer, an in-store streamer illustrating six steps to successful spin casting; and the Mitchell Reel Streamer, available in large or small size, and featuring the Mitchell reel. For more information—

Circle No. N55 on coupon, pg. 60

**Crescent Tool Co.**, Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special line-man's tools, etc. The displays, 22 in all, can be mounted in units of one, two, four, six, and 12 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Crescent also has display cards available at no cost. For more information—

Circle No. N56 on coupon, pg. 60

**Utica-Duxbak Corp.**, Utica 4, N. Y., has available for dealers a complete mat service covering the company's line of sportsmen's clothing. Offered also is colorful corrugated display material for window backgrounds or for use on TV programs. Other sales aids include window streamers, counter cards, and literature for mailing. For more information—

Circle No. N57 on coupon, pg. 60

**Cleveland Mills Co.**, Lawndale, N. C., offers a printed corrugated floor display rack for merchandising the complete line of Mike twine and cordage. Approximately 4' high, this stand has five shelves with dividers, making 10 display compartments. White on the outside with blue bins, the stand is printed in red and blue. For more information—

Circle No. N58 on coupon, pg. 60

**The Weber Lifelike Fly Co.**, Stevens Point, Wis., offers a variety of permanent metal displays for Redi-Pak nylon packages, loose hooks, flies, fly lines and other tackle items. The No. RR12 revolving rack displays one gross of Redi-Pak nylon coils. Nos. RR144 and RR146 are also revolving racks; each holds one gross of plastic boxes with hinged covers and is designed to display loose hooks or eyed flies. Half-size stationary units of the latter, Nos. R72 and R73, display half the quantity of hooks or flies. In addition, there is the new No. RR11 "in-between" size in multiple-tier revolving racks designed to hold Weber display panels. This unit consists of two individual racks which revolve independently; it holds six narrow and five wide display panels. A number of new display boards, boxes, and other packages are also available for 1957. For more information—

Circle No. N59 on coupon, pg. 60

**Alan Wood Steel Co.**, Conshohocken, Pa., has available copies of its A. W. Cut Nail descriptive leaflet. The leaflets can be supplied imprinted with the dealer's name, address and telephone number for use as envelope stuffers. For more information—

Circle No. N60 on coupon, pg. 60

**Kaiser Aluminum & Chemical Sales, Inc.**, 919 N. Michigan Ave., Chicago 11, Ill., makes available to dealers work drawings with complete bills of materials on 22 Farm Service Buildings; also complete plans for a carport and patio roof. The pocket-size Conversion Calculator to speed and simplify aluminum roofing calculations is offered. It is made of heavy cardboard and operates like a slide rule. One side of the calculator lists computations for corrugated and five V-crimp roofing sheet in 26-inch widths and in lengths ranging from six to 12 feet. The other side contains similar data for 48-inch wide corrugated sheet. For more information—

Circle No. N61 on coupon, pg. 60

**Upson Brothers, Inc.**, 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

Circle No. N62 on coupon, pg. 60

**Columbian Rope Co.**, Auburn, N. Y., has available for dealers an assortment of window display materials including ship cutouts, samples of manila and sisal fibres, folders and pamphlets, and a red and blue dealer sign. Colorful sales promotional booklets are available on

## A natural for building "Do-It-Yourself" Sales!



## Fast-Moving National Weatherstripping

**Easier to sell! Easier to install!**

You'll find a big, ready-made "do-it-yourself" market for all of National's weatherstripping products. They're furnished completely machined and punched, with fastenings included in each box—ready for simple, speedy installation. Too, each National product is attractively packaged to sell on sight.

Just display the complete National line and normal store traffic will move these high-quality products fast. If your jobber can't supply you, write us.

*Look To  
National  
For  
Quick Sales...  
Nice Profits!*

COMPLETE LINE OF NATIONAL AND COLUMBIA WEATHERSTRIPPING • "TRIPL-TITE" ALUMINUM SIDING • PORCELAIN ENAMEL BUILDING PANELS AND SIGNS

Write or wire for details!



Weatherstrip Division  
2 Gateway Center, Pittsburgh, Pa.

various company products. Currently offered also are two dispenser racks sold through wholesalers. The Columbian Rope Merchandiser requires only 22" by 12" of floor space and holds seven sizes of rope which can be cut to desired lengths. Another dispenser, the Colpack Rope Rack, holds four cartons of rope. Additionally, the company offers various counter display cartons and carded products, individually packaged such as starter ropes, jute, twine, mason's line and Christmas twine. For more information—

Circle No. N63 on coupon, pg. 60

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-yourself trade, has available for dealers envelope stuffers on Saw Horse Brackets and various construction sets, which may be obtained in moderate quantities without charge upon request. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—

Circle No. N64 on coupon, pg. 60

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. D-13 contains

free metal wall display and 13 bit assortment of Irwin 62T Bits, one of each size 4/16" through 16/16". No. 8830 contains free metal counter or wall display and assortment of 30 Irwin Speedbor "88" Wood Bits for electric drills. No. 430 contains free metal wall display and assortment of 30 amber plastic handle screwdrivers in most popular sizes. All displays are colorful and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Circle No. N65 on coupon, pg. 60

Foley Manufacturing Co., 3300 5th St., N.E., Minneapolis 18, Minn., continues its 14-day trial offer on 18", 19", and 20" deluxe Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. The dealer has nothing to lose as the company states that it will replace the used mower whenever requested. A window streamer and advertising mats also are available. In its advertising program, a two-column six-inch mat will be run free in any dealer's local paper if that dealer will purchase three deluxe model mowers (excluding Demonstrators and Scotsman models). In metropolitan areas the dealers will be listed, free, on a big dealer listing ad. Un-

der the co-op ad plan, after the first ad is run free, the company will then cooperate on a 50-50 basis with dealers on their future Foley mower newspaper advertising when using its standard ad mats. For more information—

Circle No. N66 on coupon, pg. 60

Lazy Boy Lawn Mower Co., Inc., 301 West 73rd St., Kansas City, Mo., offers to dealers without charge full-color eight-page insert folders with imprint space provided and which fold to 3 1/4-inch x 6 1/4-inch size. Newspaper ad mats in two-column by three-inch size are provided also, each describing one of the company's four most popular models. For more information—

Circle No. N67 on coupon, pg. 60

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. For more information—

Circle No. N68 on coupon, pg. 60

## A NEW DEPARTMENT

...and more sales!

QUICKLY • SIMPLY • MINIMUM SPACE

• You can gain an entire new department with just one order. The Garcia Corporation produces a complete line of profitable, dependable, quality fishing tackle—tackle with a proven sales record...tackle that can work for you!

Garcia, through your jobber, can help you set up a profit-making fishing tackle department quickly and with a minimum of effort by you. What's more, you're always backed-up by Garcia's famous unconditional guarantee, liberal fast service policy, continuous high-impact advertising campaigns and effective merchandising aids.

Don't overlook this wonderful opportunity to increase your sales and draw new customers into your store. Write today for complete details—you'll see why it pays to set up a money-making Garcia tackle department.

**the Garcia corporation**

288 FOURTH AVENUE,  
NEW YORK 10, NEW YORK

REELS • RODS • LINES • LURES • ACCESSORIES • BALANCED KITS

## LIGHTWEIGHT FORGED STEEL GARDEN MATTOCKS

Only 4 lbs. Total Weight

Lightweight garden mattocks that sell on sight! Choice of heads—pick or cutter edge. Handle is factory-driven and wedged; shape of eye prevents handle from turning or coming loose. A finer, better, all-around product, competitively priced... result of 100 years of Klein Logan craftsmanship.

SO LIGHT  
A WOMAN  
CAN USE IT!

**The Klein-Logan Co.**

General Offices—Pittsburgh 3, Pa.

REPRESENTED BY  
**LOUIS WILLIAMS & CO.**  
Nashville 3, Tennessee



SINCE 1856



John M. Olin

Thomas S. Nichols

Stanley de J. Osborne

## Olin Mathieson Announces Executive Changes

JOHN M. OLIN, chairman of the board, and Thomas S. Nichols, president of Olin Mathieson Chemical Corp., announce the following changes in the management of the corporation.

John M. Olin becomes chairman of the financial and operating policy committee and will continue to serve also as chairman of the

executive committee.

Nichols was named chairman of the board of directors.

Stanley de J. Osborne was named president of the corporation.

John W. Hanes, who reached retirement age in April, was appointed financial consultant to the corporation and a member of the financial and operating policy committee. He also continues as a director.

The financial and operating policy committee will be composed of Olin, Nichols, Osborne, and Hanes.

Olin has been chairman of the board and chairman of the executive committee since the company was formed in 1954. Prior to that, he had been chairman of the board and president of Olin Industries, Inc.

Since 1954

Nichols has been president of Olin Mathieson since 1954. Before that he had been chairman of the board and president of Mathieson Chemical Corp.

Osborne has been executive vice-president in charge of the company's international operations since 1954 and in March of 1956 assumed the additional responsibility of executive vice-president for finance. Prior to that, he had been vice-president for finance of Mathieson Chemical Corp.

Hanes has been chairman of the finance committee since 1954, and prior to that was the chief financial officer of Olin Industries, Inc.

**CLIP and MAIL  
TODAY**

W. R. C. Smith Publishing Co.

Department SH6-57

806 Peachtree St., N. E.

Atlanta 8, Georgia

☐ New

☐ Renewal

Please enter my subscription to SOUTHERN HARDWARE for 3 years.

Name \_\_\_\_\_

P. O. Box or

Street and No. \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Firm \_\_\_\_\_

Position \_\_\_\_\_

☐ Enclosed find \$2.00

☐ Send bill for \$2.00

The Original

**Play-Doh**

TRADE MARK

PATENT APPLIED FOR



**CAPTAIN KANGAROO TRI-PAK, (PD-159-CK)**

This is the sensational Play-Doh Tri-Pak that sold over 1,000,000 packages last Christmas, then set new sales records after Christmas! Contains three large cans of Red, Yellow and Blue Play-Doh which blend together perfectly into every color of the rainbow. Colorful Display box, 1 DOZEN PER SHIPPER (approx. wt. 28 lbs.)

**\$1.00 RETAIL**

**RAINBOW CRAFTS, INC.**

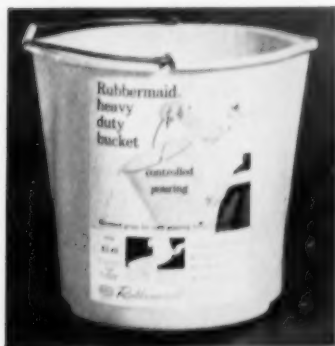
2815 Highland Avenue  
Cincinnati 12, Ohio

# NEW PRODUCTS

*For more information on these new products  
use the return free post card on page 60*

## Heavy-Duty Bucket

The Wooster Rubber Co., Wooster, Ohio, recently added a Heavy-Duty Bucket to its Rubbermaid housewares line. Regularly priced at \$2.49, the bucket is being offered at the promotional price of \$1.98 retail.



The Rubbermaid bucket has a fancy bail handle; recessed fingertip lugs on the bottom for easier pouring; two pouring spouts on opposite sides of the bucket rim; and graduated capacity markings for accurate measuring of water, cleaning fluids, garden fertilizers, etc. It is offered in three different colors, red, yellow, and grey.

A point-of-sale banner is available. For more information—

**Circle No. 446 on coupon, pg. 60**

## Lawn Sprayer

The Jackson Lawn Sprayer, an applicator for liquid fertilizers, insecticides, and weed killers, is being marketed by Jackson Manufacturing Co., Harrisburg, Pa.

It has a controlled rate of flow: one gallon of liquid will cover 3000 square feet regardless of how fast the Jackson Lawn Sprayer is pushed, according to the manufacturer. The applicator stops spraying automati-



cally when movement of the sprayer ceases.

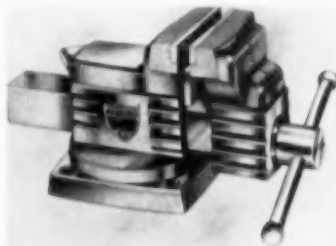
The nozzle on the 3½-gallon tank is a calibrated tee jet which produces a non-mist spray with a five-foot spread. Non-corrosive pumping mechanism consists of two rollers which alternately bear against a pure gum hose, forcing the metered liquid through the non-clogging nozzle.

Features include patented interlocking non-flex handle, non-corrosive nylon bearings and baked automotive finish. The sprayer retails at a special introductory price of \$23.95. For more information—

**Circle No. 447 on coupon, pg. 60**

## Workbench Vise

Red Giant workbench vises introduced by Milwaukee Tool & Equipment Co., Milwaukee, Wis., are available in two models: No. 807 with 4"



jaws and No. 808 with 5" jaws.

Special features include an accurately machined, rugged vise screw; replaceable face jaws; large anvil surface; pipe jaws; and 180 degree swivel.

There are six additional models in the Milwaukee line in addition to the two Red Giants. For more information—

**Circle No. 448 on coupon, pg. 60**

## Lawn Sweeper

The Wood Shovel & Tool Co., Piqua, Ohio, has added Tru Blu motor and hand driven lawn sweepers to its line. Three models of Tru Blu sweepers are offered, all with full 30" sweep.

The Standard Model 200 has a canvas hamper with metal bottom. The Deluxe Model 210 has a fade-proof



Saran hamper, and a detachable sweeper head that permits the hamper to be used separately as a light two-wheel cart. The Estate Model 220 is driven by a 1¾ hp. motor, and has a hinged all-metal hamper which is manually self-dumping.

The three models list at \$47, \$63, and \$175. For more information—

**Circle No. 449 on coupon, pg. 60**





BRIDGEPORT

# Remington Dealer Letter



No. 12-2-587-074



CONN.

## ANNOUNCING AN AUTOLOADING 22 RIFLE WITH BIG-GAME STYLING, BIGGER SHOOTER APPEAL

RETAIL PRICE\*  
\$52.25

New Remington "Speedmaster" Model 552 completes first family of autoloading guns

### SPECIFICATIONS!

**Tubular magazine capacity:** 20 short, 17 long or 15 long rifle cartridges.  
**Stock and fore-end:** American walnut. Semi-beavertail fore-end. Half pistol grip stock. Black composition butt plate checkered to prevent slipping.  
**Safety:** Remington special cross bolt

**safety. Sights:** Step-adjustable sporting rear sight; white metal bead front sight. Receiver grooved for "Tip-Off" type telescopic sight mounts. **Barrel:** 23-inch round, tapered barrel. **Length over all:** 42 inches. **Weight:** about 5½ pounds.

Exclusive single loading with auto-ejection expands market, makes it ideal even for beginning shooters...



You've probably had this problem: boy wants autoloader; dad suggests single-shot. You'll find a profitable solution to this question in the new Remington "Speedmaster" Model 552. It not only functions as a lightning-fast autoloader but, in addition, it may be used as a single-shot by simply removing the inner magazine tube.

An exclusive design permits cartridges to be loaded one at a time through the ejection port, with automatic ejection on firing. So remember—now's the time to stock, display and really sell the new Remington "Speedmaster" Model 552!

Here's the 22 autoloader with built-in sales appeal. It looks, feels, handles like the famous Remington "Woodsmaster" Model 740 autoloading big-game rifle. Sells fast to adult shooters who like the big-rifle quality... sells even faster to the youngsters, who all want a man's 22.

### Big Sales Features:

- Shoots 22 rim-fire short, long and long rifle cartridges interchangeably without adjustment.
- Single loading with auto-ejection for beginners.
- Big-game rifle appearance, feel, handling.
- Big-game rifle trigger and safety.

### Note the family resemblance



New Remington "Speedmaster" Model 552 autoloading 22

Famous Remington "Woodsmaster" Model 740 autoloading big-game rifle

New Remington "Sportsman-58" autoloading shotgun



"Speedmaster," "Woodsmaster," "Sportsman" are Reg. U. S. Pat. Off. by Remington Arms Company, Inc., Bridgeport 2, Conn.

\*Price subject to change without notice.

## Plastic Gun Cases

The 1957 line of Jumbo Gun Cases, manufactured in Dallas, Texas, is being delivered to dealers packaged in individual polyethylene bags.

Formerly all Jumbo Gun Cases were shipped in full length paper bags. In the new plastic bags, the cases are folded one time, reducing



their length by half. The change was made to reduce the length of storage space required, the manufacturer points out. Each bag is sealed on one

end with an identification card tab which shows the model number and size of the case. For more information—

Circle No. 450 on coupon, pg. 60

## Bulb Planter

A bulb planter has been added to the garden tool line of the O. Ames Co., Parkersburg, W. Va. The tool is designed for planting bulbs, corms, and small plants.

Markings on the sides indicate depth of penetration, and the planter is serrated for easy penetration. For more information—

Circle No. 451 on coupon, pg. 60



## Pick-A-Shot Dispenser

Ideal Fishing Float Co., Inc., 2001 E. Franklin St., Richmond, Va., offers colored plastic boxes containing four sizes of Ripple Grip Split Shot. The

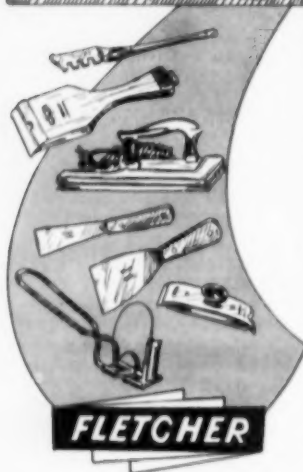


top is turned and a shot is picked at the opening desired. The empty box is refillable or can be used to store flies, swivels, hooks, etc. A plastic loop handle enables fisherman to attach box on belt or button hole.

No. 404 Red contains sizes B, BB, 3/0, 7 Ripple Grip Split Shot. No. 404 Green contains sizes BB, 3/0, 7, 5 Ripple Grip Split Shot. Packaging is 24 plastic boxes in a three-color display carton. For more information—

Circle No. 452 on coupon, pg. 60

## FLETCHER PRODUCTS



### A FULL LINE

It is always economical to combine purchases from a single manufacturer. It is also profitable to establish a BRAND LINE of tools and display them prominently. This builds customer confidence and establishes your place of business as their shopping headquarters.

Many dealers are now setting up a FLETCHER section in their store where FLETCHER products are grouped. This has proved successful and we recommend you try it.

Have you seen our line of DO - IT - YOURSELF tools?

## THE FLETCHER-TERRY COMPANY

883 SOUTH STREET • FORESTVILLE, CONNECTICUT



For steam, hot or cold water, oil, gas and compounds.



### Sensitive - Noiseless

DESIGNED for rugged service. 200 pounds pressure. These valves can't stick. They are also available with rubber poppets for use with air or cold water. Operation is noiseless.

Very sensitive in operation. Work in any position. Made in seven sizes. We will design special Check Valves.

Write today for Bulletin 204 or telephone James Tannehill, Harrison 3313 today.

STRATAFLO PRODUCTS, INC.

Fort Wayne, Indiana



*Step ahead of  
Competition with*  
**SOUTH BEND**  
Doll Carriages!

The most complete line  
with the right combination  
of good design and finest quality



37 models  
\$2.95 to \$27.50  
retail

Step ahead and keep ahead of competition with South Bend Toy, the one toy manufacturer with an 84 year record for fine quality and smart, fast-selling styling. One source for doll carriages, strollers, children's furniture, toy chests and croquet sets.



• 10 models  
\$7.95 to \$19.95  
retail

**SALES OFFICES**

East — 1107 Broadway, New York.  
Midwest — South Bend, Indiana.  
South — 3rd National Bank Building, Nashville, Tenn.  
Denver & Pacific N.W. — 2840 West 93rd St., Seattle 7, Wash.  
Calif. & S.W. — 2330 W. 3rd St., Los Angeles 57, Calif.  
Canada — Toronto, Ontario.

Sold by the most successful stores everywhere since 1874!

**SOUTH BEND TOY**  
SOUTH BEND • INDIANA

**615** exhibitors

will be on hand to give  
you the big, true picture  
of the housewares indus-  
try you get only at the...

**27<sup>th</sup> NHMA  
National  
Housewares  
Exhibit**

**July 8-12, 1957**

**ATLANTIC CITY  
AUDITORIUM**  
ATLANTIC CITY, NEW JERSEY

**National Housewares  
Manufacturers Association**  
(Incorporated not-for-profit)  
1140 Merchandise Mart, Chicago 54, Ill.

## Single Shot Shotgun

Model 173, top-loading single shot shotgun in 410 gauge, is offered by O. F. Mossberg & Sons, Inc., New Haven, Conn.

As a departure in shotgun design, the shotgun does not require "breaking" the gun to reload. To load, the owner opens the bolt and drops shell into loading port.

Among other features, the Mossberg 173 has a light weight of 5½ lbs.; 24" full choke barrel, thumb op-



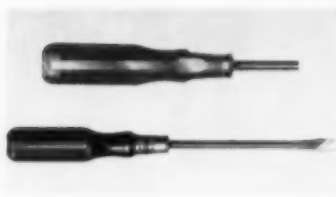
erated safety, Monte Carlo design stock in genuine walnut, molded trigger guard, and grooved trigger.

It is chambered for all 2½" and 3" factory loaded shells and rifled slugs. For more information—

Circle No. 453 on coupon, pg. 60

## Industrial Screwdriver

The new "Thru-Bar" industrial screwdriver introduced by Stanley Tools, division of The Stanley Works,



New Britain, Conn., features a hardened and tempered tool-steel bar which extends through a fluted hardwood handle and is winged to prevent turning. A steel cap is pressure fitted over the top of the bar.

The #1272 drivers come in eight sizes, ranging from two to 12 inches long. The steel cap feature prevents the mushrooming, chipping, and splitting of the hardwood handle. A steel ferule is wedged securely on the handle base.

To prevent rust, the bar has been zinc plated. List prices for the #1272 range from 45 cents for the 2-inch to \$1.15 for the 12-inch driver. For more information—

Circle No. 454 on coupon, pg. 60

## Marine Floats

Red and white solid expanded plastic marine use floats are offered by Dayton Bait Co., 2101 South Dixie Drive, Dayton, Ohio.



The Dayton floats are 5-inch length by 2¾-inch diameter. They are of molded one-piece expanded type solid plastic construction and have the Dayton "Agatized" process finish that is said not to crack, peel, chip, or fade.

Floats have big diameter full length plastic tubing to enable easy rope threading, and may be used as surf-board or water ski rope floats, as fishing net floats, for swimming pool rope floats, and countless other fresh and salt water uses.

Dayton Marine Floats come packaged one-half dozen to a counter display carton, and are priced at 95 cents each retail. For more information—

Circle No. 455 on coupon, pg. 60

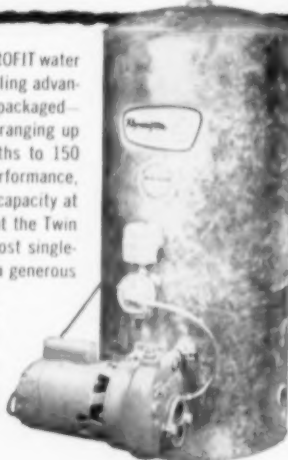
## Big, Powerful, and PROFITABLE the *Rapidayton*

## TWIN\* CHAMPION

PUMPS FULL CAPACITY AT 40 LBS. PRESSURE

The Rapidayton Twin is the BIG PROFIT water system. Consider the multiple selling advantages: Two stages. Completely packaged—with horizontal or vertical tanks ranging up to 52 gals. Convertible—for depths to 150 ft. Deluxe quality-built. As for performance, it loafs along while pumping full capacity at 40 lbs. pressure. Add the fact that the Twin retails in the same range with most single-stage deluxe pumps—and carries a generous trade discount. Built-in profit selling features include self-priming Quad-Volute design and exclusive Quick-Connect flange (pat. pending). Get the story on Rapidayton's complete line—and boost your profits.

\*TRADEMARK



The Tait Manufacturing Co., Dept. 384, Dayton 1, Ohio

Established 1908 as Dayton Pump & Mfg. Co.

© TAIT MFG. CO. 1957

## ask for **PAINE** "900" LEAD EXPANSION SCREW ANCHORS

Standard machine screws start and turn easily in precision threads.

Entirely rust-proof — won't deteriorate in damp locations.

Special composition lead sleeve expands fast in masonry — cuts down "cold flowing".

Correct taper on threaded steel insert creates maximum expansion. Fast, sure action every time.

Size and directional arrow on every anchor.

12 sizes — for holes 5/16" to 1 3/4" in diameter — hold from 50 up to 10,000 lbs.

Setting tool, in every box of 50.

**EASY TO USE  
DO THE JOB RIGHT  
SAVE TIME AND LABOR**



Send for Catalog of  
Paine's Complete Line

THE BEST CRAFTSMEN ALWAYS TAKE

**PAINE'S**

THE PAINE COMPANY, 19 Westgate Road, Addison, Illinois



## Red Devil WOOD SCRAPERS

Longer handles  
for Easier handling

Supersharp Blades Cut Waste Motion



Finest carbon steel blades are instantly replaceable. Push in new blade — old one slides out easily. Stock genuine Red Devil Blades for replacement.



Product of  
**Red Devil Tools.**  
Union, N. J., U. S. A.

## Have a Bushel of Fun... in the FLORIDA SUN!

Where Mrs. Homemaker  
and Her Family Vacation!

Enjoy your own one, two or  
three bedroom ground floor villa.  
Completely furnished for vaca-  
tion living.

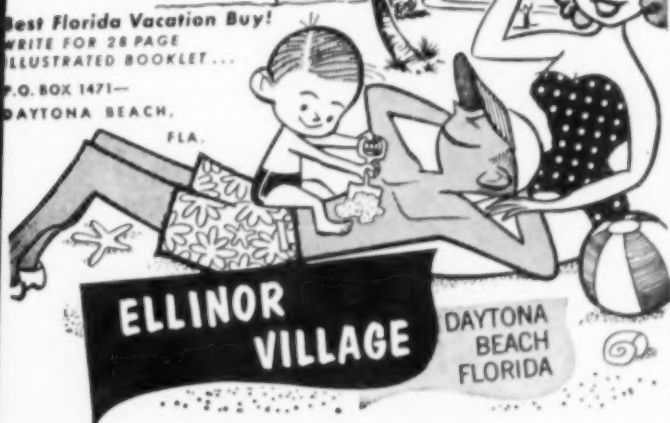
**VILLAS \$59.50** per week  
family of four

Best Florida Vacation Buy!

WRITE FOR 28 PAGE  
ILLUSTRATED BOOKLET...

P.O. BOX 1471—  
DAYTONA BEACH,  
FLA.

650 VILLAS  
BY-THE-SEA  
Country Club  
18-hole course  
Pool—Tennis  
Nursery  
Playground



**ELLINOR  
VILLAGE**

DAYTONA  
BEACH  
FLORIDA

Why you can make  
more money  
selling



## D & M Sports Equipment



**1** A complete line of athletic equipment  
designed for your retail sale, as well  
as Little League, Babe Ruth League,  
Pony League and other youth teams.

**2** Permits you to handle a complete  
line with distribution through  
select wholesalers so geographically lo-  
cated to give you prompt and efficient  
service on all reorders.



**3** Quality merchandise with eye appeal  
galore, competitively priced.



**4** MacGregor tennis rackets, badminton  
sets, tennis and golf balls.



**5** Free window and counter display materials.



**6** Better-than-average  
dealer profit.



DON'T DELAY. Write now for name of your nearest distributor  
and copy of latest catalog with dealer price list.

## DRAPER-MAYNARD Sports Equipment

4861 Spring Grove Ave. • Cincinnati 32, Ohio

## They'll be Asking You For The WONDER BAR



**A Quality Product drop forged  
from ALLOY STEEL.  
So Simple and Practical!**

The **DOUBLE CLAW** reaches into  
every nook and corner.

The **ROCKER HEAD** pulls largest  
spikes without blocking.

**ASK YOUR JOBBER.**

## OSMUNDSON FORGE CO.

WEBSTER CITY, IOWA

A product from "The LAND of OZ"  
Half Century Forging Fine Tools

**Represented by:**

CAVERT AND LIPSCOMB — East of  
Miss. River, Nashville, Tenn.

H. A. VARNER ASSOC. — West of  
Miss. River, Houston, Texas

## NOT TO THE BUTCHER NOT TO THE BAKER NOT TO THE CANDLE-STICK MAKER

But to hardware stores, YOUR hardware store.

Every ad we've ever run, and there have been millions of them, has specifically directed customers to hardware stores for their Water Masters.

We will continue to send these customers to your store. Stock Water Master Tank Balls, and enjoy these easy, frequent sales.



GET THE  
GENUINE

# WATER MASTER

The Hardware Man's  
**TOILET TANK BALL**  
America's Largest Seller

## Riding Rotary Mower

A riding 21-inch cut rotary mower is introduced by the Root Manufacturing Co., Inc., Baxter Springs, Kans.

Called the Rangerider 21, the rotary mower features a non-tipping construction which provides flexible maneuverability for close-to-edge trimming. Cutting height is adjustable.

The mower has forward and reverse gear shift, mows in both directions, and can be driven at five miles per hour. The cutting blade of the Rangerider 21 is not connected directly to the engine crankshaft to eliminate the chance of a bent or broken crankshaft.



All moving parts are enclosed. Ample foot and leg room is provided for any size operator and all controls are directly under hand. The steering column pivots on radial and thrust ball bearings for easy handling. Chrome plated handle bars with grips are adjustable to the operator's height. The mower has a seafoam rubber seat. A front shield provides safer and cleaner mowing, and the grass discharge is at the rear.

Other features include a Briggs-Stratton 234 hp, 4-cycle engine; a 3-hour gas tank; puncture-proof semi-pneumatic tires; rear wheel chain drive; remote choke control; remote control off-on switch; recoil starter; and throttle control. For more information—

**Circle No. 456 on coupon, pg. 60**

## Liquid Spray Kit

A complete lawn and garden "5-in-1" Liquid Spray Kit is being introduced by the Lebanon Chemical Corp., Lebanon, Pa.

The single package, contained in a fitted, self-storing carton, is said to provide everything the average home gardener needs for fertilizing and spraying without pre-mixing, waste, or guesswork.

Included is a factory guaranteed, pistol grip hose sprayer by Gilmour. Other components are one pint each of Lebanon's fish base fertilizer 10-6-8, insecticide, nutritional spray, and crab grass killer. Chinchbug No-



Out Spray Concentrate replaces the crab grass destroyer in kits for distribution in Florida. Proper sprayer settings are given on bottle labels. For more information—

**Circle No. 457 on coupon, pg. 60**

## CLASSIFIED

### HARDWARE STORE NORTHERN CALIFORNIA

1956 Volume \$194,000

Net Profit \$31,000

Unusual opportunity to own established 15 year old business. Modern store with 3750 square foot area, parking facilities, in fast growing industrial community in progressive North California Town. Wealthy store trading area of 20,000 has never known depression. Climate mild, not hot. Excellent 6 year remaining lease on business volume sliding scale monthly rental, \$200 minimum, \$350 maximum. Clean stock includes hardware, housewares, electrical and plumbing supplies. Also many open end and exclusive national factory franchises. Efficient staff of experienced men, well regarded in community. Family illness forces immediate sale for \$59,500, covering inventory plus attractive modern fixtures, \$40,000 cash required. Balance by note. Information on request. First inquiries receive first consideration. Box 701, SOUTHERN HARDWARE, 806 Peachtree St., N. E., Atlanta 8, Georgia.

**HARDWARE CO.**—Logan & Beckley, W. Va. area, (compl hardware & bldg. supp.) incl. eqpt., fix., Gas Co. priv., mdso & 2 bldgs. 2 Ranch type homes & acct rec. optional. Work area of 10,000 sq. ft. Xlnt. potential! Write for compl. details! Ref. 8891.

**GENERAL STORE**—N. C. W. Va. (Retail furn., appl., paints, hdw., etc.) incl. RE & bldg. Est. 1945! No compl. Ref. 8931.

**CHAS. FORD & ASSOC. INC.**  
6425 Hilw. Blvd., Los Angeles, Calif.

### WANTED

Salesman for a large nationally known screw manufacturer. Preferably a college graduate. Knowledge of fasteners and applications and sales experience with or thru industrial distributors desirable. Must be willing to travel. Straight salary plus expenses. All fringe benefits. Openings in Atlanta, Cincinnati, Houston and Los Angeles. Excellent opportunity, write give full details. Reply to Box 699, SOUTHERN HARDWARE, 806 Peachtree St., N. E. Atlanta 8, Georgia.



Guy wire for television antennas, clothesline, tie and binding wire, signal wire, emergency repairs, temporary enclosures, electrical fences. Wright strand gives you greater flexibility . . . Unrolls without snarling . . . Bright galvanizing.

Packaged 1000 feet to carton (50 feet connected coils), also spools 500 feet and 1000 feet.

E. L. Hornibrook Co.  
Box 176, Avondale Estates, Ga.

Lawrence J. Baldwin & Son  
306 Carondelet Bldg.  
New Orleans 12, La.

**G. F. WRIGHT STEEL & WIRE CO.**

WORCESTER, MASSACHUSETTS

**"Jorgensen" and "Pony" CLAMPS**

favorites in industry, schools, homes and on the farm for nearly 60 years. Competitively priced.

**ADJUSTABLE CLAMP CO.**  
"the clamp folks"  
437 N. Ashland Ave. Chicago 22, Ill.

SOLD THROUGH LEADING WHOLESALERS

**30 YEARS OF  
CUSTOMER SATISFACTION  
AND DEALER PROFIT**

**ADAMS**

Exclusive water-proofing and uniform thickness prevents leakage and waste. Your customers will come back for more. Special attention given odd size cup orders. Advertised throughout the South and Southwest. Also, it will pay you to handle

**KAYO, TIP-TOP and ADAMS**

Steel hand tools, cold chisels, punches, etc.



**C. F. ADAMS, Inc.**

420 South Lake St.  
Fort Worth, Texas



more and more dealers are saying

"Let's handle  
**GRIFFIN**"



"The dependable line of hinges to handle" . . . that's the trade's way of saying "We like to sell Griffin products." Order from our full line of wrought steel butts—plus a complete line of shelf hardware—in the selections you know your customers want.

**GRIFFIN**  
"since 1899"

MANUFACTURING CO. ERIE, PA.



the Multi-Purpose  
**WASTE RECEIVER**

Every model in the complete line of SANITARY WASTE RECEIVERS is designed for a purpose. Careful planning, based on proven sales records, provides you with only the fast-moving, top-selling models. There is no profit loss from "dogs" or year-end "dumping". SANI-CANS are in

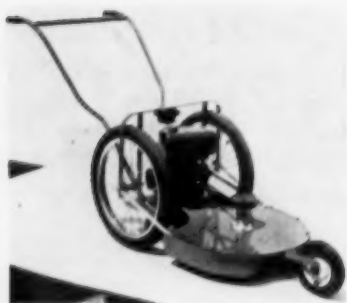
demand throughout the year, season after season, with steady, year-round profits for you. Every home, store, shop and office needs one or more modern SANI-CANS for convenient disposal of waste or litter. A SANI-CAN for every purpose brings bigger profit opportunities for you.



SANI-CANS offer a choice of standard open and patented step-on models, in popular sizes and attractive decorator colors, white, chrome and copper plate finishes, that command attention and compel buying action. See the SANI-CAN man in your locality or write the factory for prices, discounts and delivery schedules TODAY.

**SANITARY RECEIVER CO., INC.**  
Dunkirk, N. Y.

The Original Step-On Receiver



### Power Mower

Special features of the Sarlo Power Mower, manufactured by the Fort Myers Iron Works, 2315 Anderson Ave., Fort Myers, Fla., include the following: special shaped handles to provide 100 percent control; 20" wheel with ball bearing hubs; 4-cycle Clinton engine; all welded one-piece rugged frame; ball bearing spindle hub; double edge 21" forged spring steel blade; 8 x 1.75 ball bearing wheel; and adjustable cutting heights.

Sarlo models are the 2 hp Standard and 3.6 hp Heavy Duty either with rope or recoil starter. Also available are the self-propelled and electric starter models. For more information—

Circle No. 458 on coupon, pg. 60

### Vacuum Products

Landers, Frary & Clark, New Britain, Conn., announces the availability of the 10 oz., pint, or quart Vacuum Bottle in colors of teal blue, sunset red, and grey. The bottle features the dripless pouring spout, cor-

rugated steel case, and threaded base for easy filter replacement.

The aluminum Lunch Kit and the charcoal grey lithographed steel Lunch Kit contain the pint size bottle. The aluminum and Nile green Child's Lunch Kit contains the 10 oz. bottle.

The Waysider, a set for picnics and family outings, comes complete with two Vacuum Bottles and two plastic sandwich boxes. The tan leatherette case has a heavy duty zipper and reinforced handles. For more information—

Circle No. 459 on coupon, pg. 60

### Displays Toys Every Day

(Continued from page 47)

year-round effort with toys, are conscious of the store's toy stock when time comes for them to buy Christmas gifts for children.

In addition to a satisfactory profit produced by the toy section, it also builds store traffic, Schnabel declares. This is particularly true where women customers are concerned. A woman, knowing the store has toys, comes in to buy a birthday gift for some child and while here she sees something else she needs, particularly in the housewares department nearby.

Toys are displayed on two main fixtures only a few feet inside the store and to the left of center. The nearest route to the store-long housewares department leads the customer between the two toy fixtures.

The main toy display is on an island unit carrying four receding shelves. Directly across the aisle from it is one column around which are four pegboard sides. Toys are displayed on all four sides of this. Between the two units, it is possible to show a lot of toys in considerable variety.

Bicycles and larger wheel goods are displayed in another section of the store and that section operates entirely separately from toys.

Toy stock appeals to all ages and to both boys and girls. The firm has found it desirable to add more and more toys shown in protective, plastic packages. This not only allows for practical displays but it cuts down on loss resulting from too much handling by children. Wherever practical, the company buys toys already packaged and ready for display. The pegboard sides of the smaller display lend themselves well to the display of these smaller packaged items.

"It is profitable to remember that people buy a lot more toys nowadays between Christmas seasons than they did a few years ago," Schnabel points out. "This means profit for the hardware man. Folks have become more gift-conscious. A lot of people buy toys for their children without any special occasion being involved, and the store that keeps toys out front and occasionally advertises throughout the year has an opportunity to profit by this trend."

## SWISH-ERR

**SELF  
PROPELLED**

9  
MODELS

Write for  
free folder  
on all SWISHER  
Power Mowers

**Swisher Mower & Mach. Co.**  
Warrensburg, Missouri

MODEST  
PRICE

## TUCKER OUTDOOR FURNITURE

### CAMP STOOLS

Rugged hardwood frame. Heavy canvas cover, plain or striped. Sells by the dozens! Ideal for camping, picnics—hundreds of utility uses.



### DIRECTOR'S CHAIR

Attractive, high quality utility chair for indoor or outdoor use. Hardwood frame finished in natural varnish or white paint. Seat and back made from extra heavy canvas. Available in red, green, yellow or blue, olive drab or khaki.



Write for catalog and prices.

**Tucker Duck & Rubber Co.** FT. SMITH, ARK.

## MARSHALLTOWN TROWELS

**MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA**



# *Southern* **Farm Equipment**

JUNE  
1957

More Service Calls  
with Radio Trucks  
Pg. 88

Section of SOUTHERN HARDWARE, 806 Peachtree St., N. E. Atlanta, Ga.





## Our best salesman has four wheels

Tractor prospects always seem to talk price . . . price . . . price. But they never panic a Ferguson dealer. Because he knows what the prospect really wants is *value*, not just price alone.

The prospect is looking for the most he can get for his money. And that opens the door for Ferguson. It's so easy to prove in the field this tractor is worth a full hundred cents on the dollar.

With a Ferguson, the farmer gets all the benefits of the famous Ferguson System. It gives him the control over tractor power that he needs and wants.

It's recognized as the one tractor with a com-

pletely integrated hydraulic system. The farmer gets full use of power automatically. No dollars spent for wasted fuel. No tedious, separate adjustments to make in the field.

The tractor itself is a salesman. It proves what it can do . . . at a price that makes sense.

That's what the prospect wants to know. And that's what makes it a pleasure for dealers to handle this line of five great models, all with the advanced Ferguson System. If you're interested in a profitable franchise that holds tractor leadership, wire or write: *Ferguson, Racine, Wisconsin.*

# Ferguson

SOUTHERN FARM EQUIPMENT is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton, Ga., and Atlanta, Ga. Executive and Editorial Offices: 806 Peachtree St., N. E., Atlanta 8, Ga. Accepted as controlled circulation publication at Dalton, Ga.

**Volume 12**

**Number 6**

Postmaster, Send notices by Form 3579 to 806 Peachtree St., N. E., Atlanta 8, Ga.

► **Prices Paid**

A four percent rise in prices received was offset by a rise in farmers' expenses during the year's first quarter. Prices paid by farmers including interest, taxes, and farm wage rates, averaged close to five percent higher than in the '56 period.

► **Exports**

Foreign takings of U. S. farm products are at a record rate. The value of exports for fiscal 1956-57 may total almost a third larger than the 3½ billion dollars of 1955-56, indicating substantial increases in cotton and wheat exports.

► **Farm Wage Rates**

The 6.4 million persons at work on farms in late March is slightly under the total of last March and the downtrend continues. Wage rates for hired workers around April 1 were about four percent higher than a year ago.

► **Commodity Highlights**

Prices for most fruits this spring will probably continue above a year ago . . . increased exports of rice will substantially reduce the large carryover by August 1 . . . disappearance of cotton during the 1956-57 marketing year is expected to total about 15.8 million bales, 4.4 million more than in the preceding season . . . the 1957 output of cigarettes, the leading outlet for flue-cured, burley, and Maryland tobacco, is expected to top the '56 record . . . large supplies of feed grains and other concentrates are again in prospect for 1957-58 . . . peach prospects on April 1 were the best in four years.

► **Improved Net Income**

Although smaller farm output will likely bring some reduction in cash receipts from marketings, there will be a substantial increase in government payments under the soil bank program. Though farm production expenses and other overhead items are increasing, a further increase in farm operators' realized net income is probable this year. In the year's first three months, net income was at an annual rate of 12.0 billion dollars, compared with 11.6 billion in the 1956 period.

► **Cost-Price Squeeze**

The cost-price squeeze on farmers has eased, momentarily at least. For the month ending April 15 farm prices received went up two percent while production costs increased about one third of one percent. This resulted in a parity ratio of 81 percent, up one point from the 80 percent recorded in mid-March, but two points below the ratio of April, 1956. However, farm prices paid continue to move up and in April established a new high for the third consecutive month.

# NEWS HIGHLIGHTS

## MM Opens Atlanta Branch for Industrial Equipment Line

MINNEAPOLIS-MOLINE Co. opened a new factory sales and service branch in April in Atlanta's Chamblee industrial district.

William M. Reddig has been named manager of the Atlanta branch, which will be wholesale and retail headquarters for Minneapolis-Moline's industrial equipment line.

The Minneapolis-Moline branch headquarters in Chamblee is at 5000 Peachtree Road. The facility includes offices, display room, parts and service rooms, and warehouse, covering 39,200 square feet on a 3.6 acre tract. Until three months ago, this building was headquarters for the company's Southeastern division, handling both industrial and agricultural lines. In January, a consolidation of divisions moved the farm equipment sales personnel from Atlanta, Ga., to Harrisburg, Pa.

Establishment of the new factory branch at Chamblee is another step in the industrial equipment expansion program which Minneapolis-Moline Co. initiated a year ago. The company manufactures utility and industrial wheel-type tractors, engines, and power units.

The firm is now adding a line of irrigation equipment, including pumps, tubing, sprinklers, and related products. During the past year, Minneapolis-Moline has given primary attention to industrial tractors and equipment.

The first crawler tractor in the company's line is scheduled for production in August. It will be offered with a complete line of loaders, bulldozer blades, backhoes, scarifiers, and other related equipment.

To meet the increasing demands for light and heavy duty equipment required by the expanding construction and industrial markets, Reddig says, the firm is now in

full production on industrial tractors and engines. Seven utility and industrial tractors make up the line of wheel-type equipment. Eight models for lighter fuels and two diesel models of industrial engines are also in production. Two additional models of diesel engines will be available during 1957.

At Atlanta, MM will provide sales and service facilities for highway departments, contractors, and other users of industrial tractors and equipment.

tive, William C. Duesler, Case vice-president in charge of domestic sales, announced recently. Duesler said that the appointment of Dreier



W. M. Dreier

## Dreier Joins J. I. Case As Sales Executive

W. M. DREIER, former sales vice-president of Massey-Harris-Ferguson Ltd. has joined the J. I. Case Co., Racine, Wis., as a sales execu-

to a newly-created executive position comes as part of the necessary expansion of the Case sales organization.

## 2,500,000th Ford Tractor Rolls Off Line



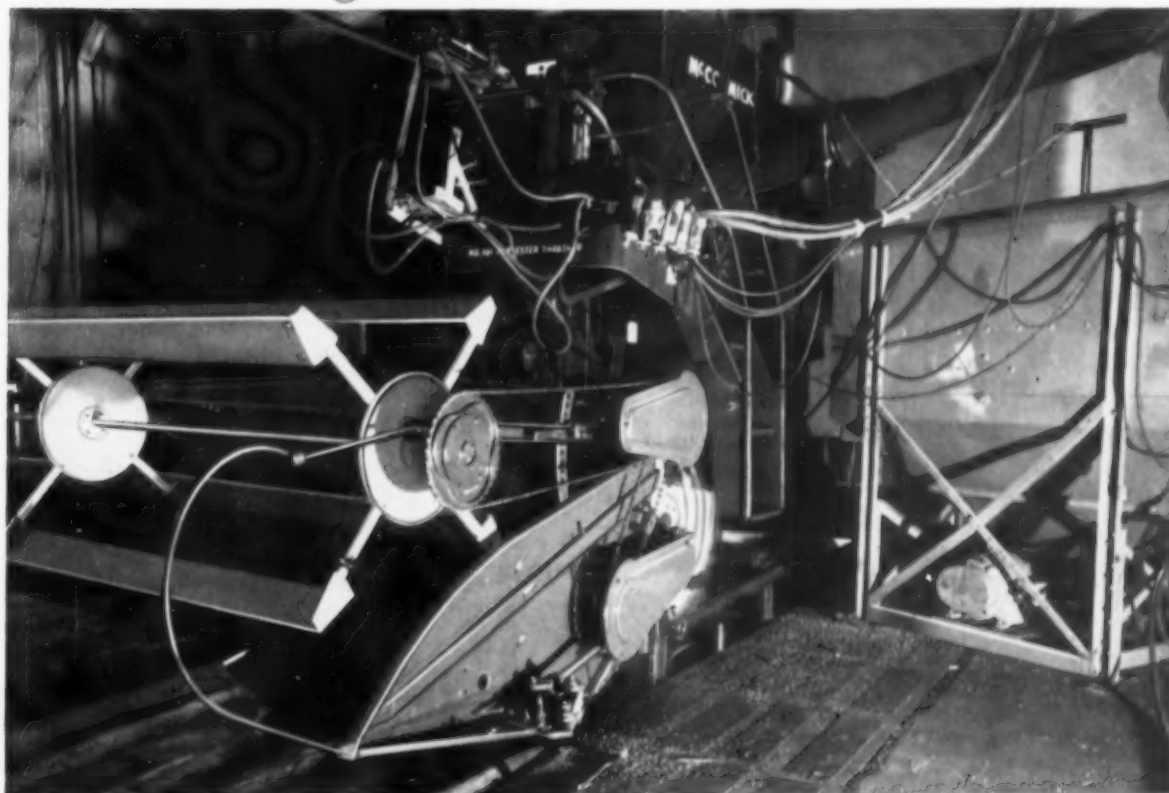
Tractor production by Ford Motor Co. recently passed an important milestone with the building of its 2½-millionth unit. With Irving A. Duffy, Ford group vice-president, at the wheel, and Merritt D. Hill, Tractor and Implement Division general manager, watching, the tractor leaves the Highland Park, Mich., assembly line. The company this year celebrates its 40th anniversary as a tractor producer



ANOTHER



KEY TO GREATER PROFITS FOR IH DEALERS!



Supplementing actual field tests, this torture rack helps assure IH dealers they can sell the new McCormick No. 101 harvester-thresher with confidence.

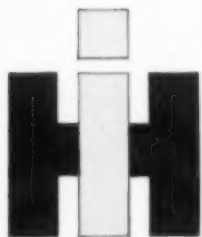
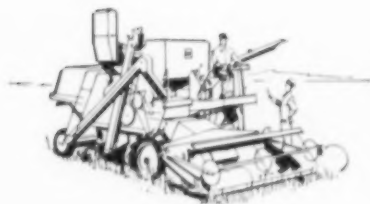
## TOUGH "BURMA ROAD" TEST safeguards IH product quality...IH dealer profits!

One of the toughest tests ever designed shakes "bugs" out of experimental models at the East Moline Works . . . measures ruggedness of machines rolling off production lines.

This new testing device—nicknamed the "Burma Road"—supplements field testing to make sure new McCormick® harvester-threshers and corn pickers will stand up under harvest field use. It makes sure farmers get the kind of performance that builds repeat business for IH dealers—and increased profits!

With the machine lashed to the testing lab floor, an IH engineer drops a punched card into a slot at the control board—and the machine begins a furious "rock 'n' roll." Hydraulic pistons activate the hand levers and foot pedals. In 400 hours the machine is put through the equivalent of 3 or 4 months of roughest use in the field.

"Burma Road" testing is only one of many programs which help IH dealers make more sales—top profits!



**INTERNATIONAL HARVESTER**

# NEWS HIGHLIGHTS

(Continued from page 84)

## Bayley Now Manager of Case's Atlanta Branch

J. N. BAYLEY, who has been assistant manager in charge of sales for the Atlanta branch of the J. I. Case Co., Racine, Wis., has been promoted to branch manager replacing T. E. Moss, who has resigned to return to private business.



J. N. Bayley

The Atlanta branch supervises the Southeastern area which includes Georgia, Alabama, Florida, and part of North Carolina and Tennessee. The Atlanta branch now also is handling the distribution of Case industrial crawler and wheel tractors in addition to agricultural tractors and machinery.

Bayley has been with Case for 17 years, working in different capacities in office, collection, and sales work. Several years were spent in the Dallas branch working different territories in Texas and Louisiana. In 1949 he was transferred from territory supervisor in the Dallas branch to assistant manager of sales at the Oklahoma City branch, J. I. Case Co. For the past three years he has held the same position at the Atlanta branch.

## Mortimer Assumes New Position with MM

P. W. MORTIMER, export sales manager for Minneapolis-Moline Co., Minneapolis, Minn., has been named vice-president and general

manager of the Minneapolis-Moline Trading Co., R. R. Greenwalt, vice-president-sales, announced recently.

In his new post, he assumes responsibility for conducting all overseas operations for Minneapolis-Moline in addition to his duties as export sales manager. In this position he succeeds H. W. Morgan, who resigned April 1.

## Papec Sets Up Machine Transfer in Georgia

IN ORDER TO give dealers in Georgia and South Carolina better service, Papec Machine Co., Shorts-

## M-H and Ferguson Combine Operations in Chamblee

The Massey-Harris branch at Chamblee, Ga., and the Georgia Tractor & Implement Co., Ferguson distributors for Georgia, combined operations in the Massey-Harris branch house effective May 1.

Coly B. Whitaker, owner of the Georgia Tractor & Implement Co., has been named branch manager. He succeeds Don L. Jordan, Massey-Harris branch manager, who was assigned new duties in the Special Marketing Division of Massey-Harris.

ville, N. Y., has set up a machine transfer at Columbus Tractor and Machinery Co., Columbus, Ga. The new service will provide a saving in transportation costs for Papec dealers as all shipments made to the warehouse are in carload lots, the company states.

## Schram to Manage Ford Sales Training

J. R. SCHRAM has been appointed manager, Sales Training Department, Tractor and Implement Division, Ford Motor Company, according to E. H. Woods, general sales manager.

He succeeds V. E. Nickel who has been transferred to the sales staff.

## MM Appoints Noland Director of Purchases

THOMAS A. NOLAND, chief purchasing agent of Minneapolis-Moline Co., Minneapolis, Minn., has been named director of purchases by Henry S. Reddig, president of the firm which manufactures farm and industrial machinery. Effective May 1, Noland was to assume full responsibility for all functions of the purchasing and traffic departments.

## Fordson Tractor Has 40th Birthday



Celebrating the 40th anniversary of the first mass-produced tractor, the Fordson, Ford Motor Co. expected to produce its 2½ millionth tractor in April. The first Fordson tractors were shipped directly to England to combat a World War I food shortage. Surrounding one of these early tractors in the above 1917 photograph, shown in the front row seated left to right, were Richard Kroll, M. L. Bricker, Mr. Scott, Herman Reinhold, Frank McCormick, Ernest Kanzler, Eugene Farkas. Standing in the second row were Mr. Berkhoff, C. E. Sorenson, and Henry Ford. Seated on the loading ramp were George Brubaker and William Moore, and standing on ramp were John Crawford, Jim Daly, and Roy Bryant.

**NEW!** Profit with another  
Campbell Chain *Exclusive!*



## Blue Temper PRE-CUT, PACKAGED CHAIN

★ 3/16", 1/4", 5/16", 3/8" Proof Coil Chain . . . in lengths of 10', 15', 20', 50' or 100' . . . in attractive self-service packages.

★ Instantly identified by the rich blue color . . . tempered right into the chain itself.

Now, for the first time chain moves from the back room to the front counter. No more cutting, measuring, wrapping . . . over 25% of your sales are in these pre-cut lengths. Stays clean and easy to handle.

Stock a representative selection and watch impulse buying make chain buyers out of "shoppers." Contact your Campbell distributor or write direct for details. Start selling Campbell "Blue Temper" Chain today—the modern way. Available only from Campbell.

### SALES-MAKING FEATURES OF THIS CAMPBELL CHAIN "FIRST"

- Pre-cut to eliminate measuring and cutting
- Pre-packed for self-service and attractive display
- Clean—no dirty hands or clothing
- Labeled for instant identification of grade and size . . . ready for immediate pricing
- "Measure-Mark" Chain—marked every 5' and color-coded in the 50' and 100' lengths

**CAMPBELL  
CHAIN**

**CAMPBELL CHAIN** *Company*

York, Pa.—W. Burlington, Iowa—Portland, Ore.—Sacramento, Calif.—E. Cambridge, Mass.

Tom Moore, service manager, uses radio to contact one of the company service trucks equipped for two-way communication. Cost of the service is \$60 monthly. Company owners feel this is more than offset by savings in mileage and man hours.

**By Bill Hurt, Co-Owner**

Cole & Hurt, Inc.  
Jonesboro, Ark.



## *50% more service calls with* **Radio-Equipped Trucks**

**T**HE TWO-WAY, radio communication service that we have in six of our sales cars and trucks helps us to handle 50% more service calls, with important savings in mileage cost and man hours.

Operating on lower overhead is one way, these days, to profits on both sales and service. Because we promote sales of equipment by emphasizing the superior service

we strive to give, we had to find a way to give farmers faster service during their busy season, when machinery breakdowns mean both loss and trouble for them. The answer to this problem, for us, is the two-way radio service. We have tried it long enough to know what it can do for us and for the customer.

We operate the service on a rental basis, which costs us \$60 a

month for six units. At the end of four years we shall have an option to buy the equipment. We are so thoroughly convinced that the service pays that we are now having three more mobile units installed. My own car has one, and I find that so much of my time is saved that I can get out more now in the territory, make more sales calls, and conserve plenty of energy.

To illustrate how the two-way radio service saves time, a rice farmer telephoned recently that he had combine trouble, and needed help in a hurry. A radio-equipped service truck happened to be near the farm, and our shop foreman used the base station to call the mechanic on the truck. Within a few minutes the truck was at the farm, and the mechanic at work on the combine.

Without that two-way radio service, the truck would have driven 15 miles to the shop,

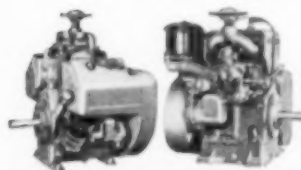


Bill Hurt, a co-owner of this business, here receives a call from his office directing him to a customer's farm. Six of company's sales cars and trucks are radio-equipped.



# MAKE HAY

*with these hay-maker leaders---*



who  
specify

## WISCONSIN ENGINES

Look at the trade-marks and trade names reproduced on this page. You know most of them as well as you know your own name! So do millions of farmers all over the world. These are concerns of the highest rank in the farm equipment field . . . including the very largest as well as some of the smaller baler manufacturers with whom **QUALITY** always comes first.

Each of these trade symbols identifies a manufacturer who uses Wisconsin Heavy-Duty Air-Cooled Engines on their Balers, as well as for other farm equipment in most cases. Here is *Baler Selling Power* second to none! Here is *Wisconsin Engine Service Power AND Selling Power* second to none!

These are concerns who cannot afford to jeopardize their good names by specifying anything but the *best power* for their machines.

It is a source of great pride and satisfaction to us and, we are sure, to our more than 2,000 Authorized Wisconsin Engine Distributors and Service Stations, that Wisconsin Heavy-Duty Air-Cooled Engines have been selected to "carry the power load" on the thousands of balers made by these good companies.

### WISCONSIN MOTOR CORPORATION

*World's Largest Builders of  
Heavy-Duty Air-Cooled Engines*  
**MILWAUKEE 46, WIS.**





Company's sales and service building. Note antenna at front

received directions, and driven back 15 miles to the farm, a round trip of 30 miles saved by the mobile radio service. The farmer has his own story to tell about what he saved by getting his combine into working condition without delay.

Customer service like that is impressive. We are using newspaper advertising space to let customers know about our radio-equipped service trucks and cars, and intend to keep it up. Farmers who have received the fast service made possible by two-way radio are also faithful boosters of our service.

Reaching 30 miles, the radio service is adequate for our needs. Since having it installed—and word has gone around that we have the fastest repair service available—we are getting service calls from a much wider territory than formerly.

#### Hours Saved

Of course, we value the two or three hours often saved because we catch a service unit near the farmer who needs repairs. The savings works three ways—wear and tear on equipment, fuel mileage, and the mechanic's time. All of those are valuable savings in overhead and operation costs. But of greatest value is that better service to the customer. When we sell superior service we feel that we are also making future equipment sales. Farmers buy from the dealer who serves them best.

Since we have been using the

two-way radio service, we can see more enthusiasm among our salesmen about going after service sales. Our mechanics also sell service—the five regular men, the shop foreman, the employee who does the cleaning and painting, and the additional four young men we employ to help set up equipment. The two-way radio service gives them all something to talk about.

#### Cuts Costs

We especially value the radio service that is installed in our large delivery truck. We find that it accounts for important savings on delivery costs. Often when the mechanic in charge is delivering new equipment, he catches a call to pick up machinery that must be brought to the shop for repairs. That one large delivery truck often does two jobs per run.

The shop foreman usually operates the base station, although salesmen and mechanics can also man it when necessary.

We had planned to make the two-way radio service pay off during slack season. It would help, we thought, to make more service sales and to keep the shop filled with the overhauls that every shop needs to keep the men busy. But we haven't had a slack season since we installed two-way radio. To our pleasant surprise, a satisfactory service volume went ahead on its own steam.

Of course, it is easy to understand that our radio-equipped sales trucks get around faster now, with

a big saving in mileage every day. Every man who talks sales and service sees more people because he is in touch with the office at all times. And he has more time to see the farmer and his sons. This can lead to added sales.

#### Youths Help

We value those boys on the farm who influence their father to buy machinery. In fact, farm youths play an important part in our program of keeping overhead at a thrifty and profitable level. The four young men we employ to set up equipment are all farmers' sons. We find that they understand machinery, make good shop help, and work well at a minimum wage until they become trained mechanics who can command top wages. They can be important prospects themselves some day.

Our service shop was set up to aid the customer who bought machinery from us, but we also expect it to yield a satisfactory profit. Five full-time mechanics, a foreman, a cleaning and painting man, and four extra men in the busy season represent many man hours that we have to pay for. Unless each man is producing profit while on the daily pay roll, he is adding to our operation cost. We figure that our two-way radio plugs many profit leaks in our shop operation. The men make better use of their time. The shop foreman, in continuous contact with every mobile unit away from the shop, is able to plan and coordinate work operations.

Checking the cost of shop operation now with costs in the years before we had two-way radio service, we find that the service is doing what we expected of it—producing more shop volume at less operating cost.

#### Henning Receives IH Appointment

W. W. HENNING recently was appointed manager of engineering of International Harvester Co.'s Farm Tractor Division, according to an announcement by Dan Chimenti, general manager. Henning, who was named assistant manager of engineering, Farm Tractor Division, in April 1955, succeeds C. A. Hubert, who has been named general manager of the company's Construction Equipment Division at Melrose Park, Ill.

# The Outlook for 1957

## USDA predicts increase in net farm income

FARM OPERATORS' realized net income this year is likely to show some further improvement, according to the recent issue of "The Farm Income Situation," published by the Department of Agriculture.

The publication states that "realized net income in 1956 was 11.8 billion dollars, up 4 percent from 1955. The increase this year may come fairly close to that of last year.

"Total cash receipts from farm marketings are not likely to equal those of 1956, but increased Government payments to farmers from the Soil Bank program will likely more than offset any reduction in marketing receipts. While prices received by farmers are expected to remain fairly stable, averaging slightly better than a year ago, the volume of farm marketings may be smaller, reflecting acreage cut-backs under the Soil Bank.

"Cash receipts from livestock

products are expected to show some improvement—especially for hogs, but also for dairy products and beef cattle. Prices of hogs and cattle are more favorable this year than last, while milk production is at a higher level with national support prices the same as in 1956.

"Cash receipts from crops, however, may be down substantially this year. Large acreage cuts likely for wheat, corn, cotton, tobacco, and rice are generally in line with goals of the Soil Bank program. This will be only partly offset by increased plantings scheduled for sorghums, barley, and soybeans.

"Support prices for cotton, major feed grains, and oil crops are somewhat lower for the 1957 crops than for 1956 crops. However, the substantial increase in Soil Bank payments will likely offset a considerable part of the reduction in cash receipts from crops.

"As of early April, farmers' par-

ticipation in the 1957 Acreage Reserve of the Soil Bank, involving over 21 million acres, provided for payments amounting to 611 million dollars. As of mid-March participation in the Conservation Reserve, involving some 5 million acres, provided for 75 million dollars. Farmers had until April 15 to participate in the Conservation Reserve. In 1956, farmers received 243 million dollars under the Soil Bank.

"Farm production expenses may show some further small increase this year, mostly reflecting increased interest and tax payments together with higher depreciation charges on capital equipment. These overhead items are not much affected by reduced acreage. However, the total of current operating expenses may hold fairly steady as higher farm wage rates and higher prices of many industrial products

(Continued on page 95)

Cash receipts from farm marketings, by States, January-February 1956-1957

State and Region	Livestock and products		Crops		Total	
	1956	1957	1956	1957	1956	1957
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
Delaware	12,214	13,876	1,682	2,608	13,896	16,484
Maryland	22,679	22,475	4,435	6,948	27,114	29,423
Virginia	31,704	32,452	17,601	26,351	49,305	58,803
West Virginia	11,292	10,832	3,511	2,328	14,803	13,160
North Carolina	35,908	38,529	18,168	25,095	54,076	63,624
South Carolina	12,837	13,588	9,948	11,458	22,785	25,046
Georgia	48,155	53,656	18,388	22,976	66,543	76,632
Florida	22,053	23,442	102,505	95,706	124,558	119,148
South Atlantic Region	196,842	208,850	176,238	193,470	373,080	402,320
Kentucky	32,141	35,101	56,093	59,480	88,234	94,581
Tennessee	29,625	31,449	40,930	34,716	70,555	66,165
Alabama	29,909	33,248	27,981	19,800	57,890	53,048
Mississippi	22,349	24,812	74,256	48,008	96,605	72,820
Arkansas	24,229	25,048	68,066	52,433	92,235	77,481
Louisiana	18,152	19,488	30,701	28,309	48,853	47,797
Oklahoma	42,849	43,646	20,920	19,598	63,769	63,244
Texas	119,446	121,995	143,797	119,276	263,243	241,271
South Central Region	318,700	334,787	462,684	381,620	781,384	716,407
United States	2,458,903	2,609,943	1,977,357	1,921,417	4,436,260	4,531,360

The normal flow of liquid through the sprayer shown here is as follows: From the tank outlet at the bottom through a quick-opening gate valve to pump intake, through the pump to discharge line to expansion chamber, cut off valve, line strainer, regulating valve to boom, or manifold to nozzle tips where the spray is discharged in the desired quantity, pattern, and place



# Improved Sprayers for Weed Control

\*By E. E. Edwards

**R**ESearch on improvement of tractor sprayers for chemical weed control has been conducted by the Mississippi Agricultural Experiment Station at State College since 1949, with particular emphasis on the needs of the small farmer in the hill sections of the state. During the first two years, work was devoted to small one-row equipment for chemical weed control research. Then research was begun on a two-row tractor sprayer for applying herbicides.

Several of the findings have been given to spray manufacturers and some of the features have been built into tractor sprayers on the market today. Other improvements need to be built into these machines.

The tractor sprayer should be considered a standard piece of

equipment in normal farming operation. Chemicals have proved to be the most economical method of control for weeds and insects in row crops, pastures, ditch banks, roads, pond levees, and around farmsteads.

Studies were conducted on the various parts that make up a complete tractor sprayer. Major studies were: Types of mountings, treatment of tanks against corrosion, testing several leading types of pumps, nozzle arrangement, types of nozzles, and tests on other pieces of equipment, such as valves, expansion chambers, etc.

## Tractor Mountings

One of the first requirements of a tractor sprayer is ease of mounting. With the new quick-hitch attachment on tractors, either a two- or three-point hitch may be built on the mounting frame. The vertical bars should be high enough to raise the tank or drum about level with the tractor seat. All parts of the mounting frame

should be smooth and free of corners in order to prevent crop damage.

The boom is normally attached at the back of the mounting frame. Vertical pieces of pipe, sliding within each other, permit ease of large vertical adjustment of the boom. When quick-hitch mountings are used, minor boom height adjustments can be made with hydraulic control on the tractor.

This type of mounting must be well shielded to prevent crop damage when sprayer is used for late weed or insect control. The same trouble is encountered when the rear tractor axle and regular drawbar are used to support the tank mounting. Many of the commercial sprayers are mounted on the axle and drawbars.

When the sprayer mounting is fastened to the rear axle housing to clear the rear cultivator beam and lift arms on small tractors, these tractors are unstable when operated over terraces, ditches and road banks. This can become a serious danger to the operator. Rear mounting requires much less hose than when the mounting is placed in front of the tractor.

The front mount can be constructed so that the cultivator, planter, or almost any tillage tool can be mounted with it on the tractor. Two or four bolts are all that is needed to attach the mounting on most tractors. The mounting should have enough clearance to permit hand cranking of the tractor and provide vision for cultivation. The front mounting requires a separate carrier mounting for  
(Continued on page 100)

\*This article is reprinted from the April issue of Mississippi Farm Research. The author, Mr. Edwards, is Agricultural Engineer, Mississippi Agricultural Experiment Station.



# RED JACKET

# Sweepstakes

# WINNERS

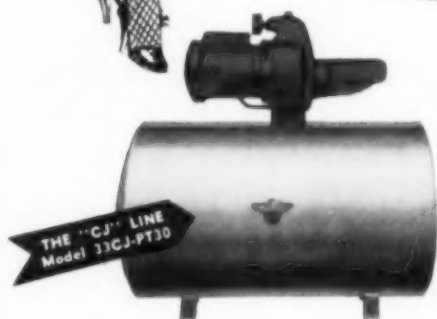
FOR THE MONTH OF APRIL 1957

HERE THEY ARE!

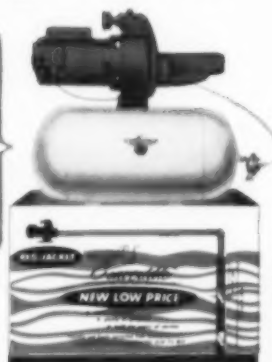


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\$250 <sup>00</sup>	WINNER VIRGIL BLASER Reynolds, Illinois

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The "CJ" line features quick  
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Oliver Model 40 Combine

### Oliver Announces New Self-Propelled Combine

A SELF-PROPELLED combine with new capacity and convenience features is introduced by The Oliver Corp., Chicago, Ill. The Model 40 is built to save time, grain, and machinery expense in all grain crops including corn.

A low-mounted cylinder provides straight-in feeding without the customary "break-over" in front of the cylinder. Over-all capacity is increased, reducing the danger of slugging the cylinder when threshing tough grain or whole corn crops, the manufacturer states.

A low-cost corn header attachment is available to double the utility of the new model. The header operates without snapping rolls, to help eliminate field loss of shelled corn.

Other new features on the combine include a heavy-duty transmission, drive wheel tread adjustment from 92 to 128 inches, variable-speed drive, 57-bushel grain tank with one-minute unloading, folding grain-tank auger, step-type straw walkers, large separating and cleaning areas, double-disc brakes and optional power steering.

### New Idea's Pull-Type Rake Now Available

NOW AVAILABLE is New Idea Farm Equipment Co.'s latest addition to its line of rakes and tedders — the new No. 400 pull-type parallel bar rake.

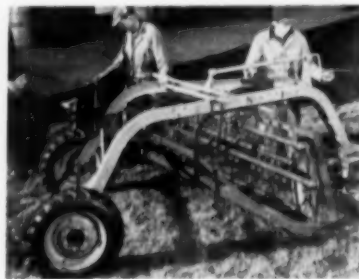
The one-point hitch will fit all makes and models of tractors. High speed raking (6 to 8 mph) cuts raking time almost in half as com-

pared to conventional side delivery rakes, the company states.

Five tooth bars connected to disc type reel heads are said to handle the hay gently and make uniform, fluffy windrows. The new rake has a full eight foot raking width.

Positive ground drive, with constant ratio between reel speed and forward travel, is designed to give minimum leaf shattering plus clean raking.

A single control for transport lift and raking height adjustment is standard equipment. The basket may be leveled by a simple screw and nut adjustment, or by a crank attachment (optional) operated from tractor seat.



Because the basket is located between rake wheels and the hitch point, it makes unbroken windrows on corners, so balers and forage harvesters can operate with uniform uninterrupted feed, the manufacturer points out. Trailer-type short coupled construction is said to make turning, backing and transport easier.

The rake may be purchased with 5.90-15 traction type tires or on rims only. Wheels are drop center disc type for use with any 15 inch tire up to 6.70-15.

Exclusive rubber bushings at each end for the stabilizer and in

lower end of suspension rods provide quieter operation and reduce wear. The widefooted, adjustable screw-type jack folds out of the way, to give ample clearance for hay. Because of buffer springs, the basket rides easily over rough ground.

### Roseman Introduces New Landscape Tool

A NEW LANDSCAPE tool, the Model TRIP-11 Tiller Rake, for use by landscapers and growers in preparing seed beds is announced by the Roseman Tractor Equipment Co., 2610 Crawford Ave., Evanston, Ill.

The tool, equipped with choice of two point fast hitch, or three point hook-ups, does four lawn seed bed preparation operations in one. Badly rutted and compacted ground is scarified and aerated



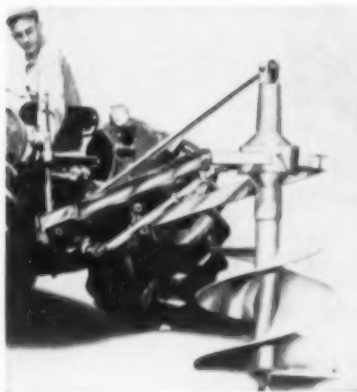
by a front row of scarifying teeth, then the soil is levelled, graded, and finish raked into a seed bed all with the same implement in the shortest possible time, according to the manufacturer.

Other uses, in addition to lawn installation, include scarifying, cultivating, and seed bed preparation in orchard, nursery, vegetable, and flower growing. Spreading gravel, renovating fire lanes, and reconditioning bridle paths, cinder running tracks, parking lots, and ball fields are additional uses.

Smaller models for use in narrow and confined areas are also available for International Harvester tractors with one and two point fast hitch linkage. Complete information, including descriptive literature, prices, and availability may be obtained from the manufacturer.

## Roper Introduces King-Size Auger

TO PLANT OR transplant larger size trees, a king-size auger for its standard post hole digger is announced by the Roper Manufacturing Co., Zanesville, Ohio. The auger will dig a 24-inch-diameter hole in less than a minute, the company states.



The large Roper digger, which is also available in 18-inch diameter, can be switched with the conventional six or eight-inch augers ordinarily used by farmers for digging post holes.

Like the small post hole diggers, the Roper 18 or 24-inch diggers feature special replaceable cutting heads, guaranteed to dig through any type soil, patented bearings at digging point, four-inch tube with double flighting, positive four-way adjustment and above-ground shear pin. Slip clutch, special heads, and auger extensions are available. All gears are guaranteed 10 years, the entire unit guaranteed one year.

## The Outlook for 1957

(Continued from page 91)

are offset by reduced inputs associated with a reduction of 3 or 4 percent in planted acreage. Current operating expenses account for 70 percent of total production expenses.

### First Quarter Receipts

"Cash receipts from farm marketings in the first quarter of 1957 totaled approximately 6.4 billion dollars, up 2 percent from the total of 6¼ billion for the first 3 months of 1956. Total marketings were down slightly from a year ago, mostly due to smaller sales of hogs, but prices averaged 4 percent

higher. First quarter livestock receipts of 3.9 billion dollars were up 6 percent because of increases for cattle, hogs, and dairy products. Crop receipts of 2½ billion dollars were down slightly from last year, mostly reflecting smaller marketings from last year's cotton crop.

"The preliminary estimate of farmers' cash receipts in March is 1.9 billion dollars, 3 percent above a year earlier. March receipts from livestock and products are estimated at 1.3 billion dollars, crop receipts at 0.6 billion dollars.

"The first quarter realized net

income rate of 12.0 billion dollars was a little below last year's fourth quarter rate of 12.4 billion, but 3 percent higher than the year-earlier rate of 11.6 billion (table 1). The decline from the fourth quarter reflects a somewhat smaller rate of marketings on a seasonally adjusted basis, together with a slightly higher production expense rate. The increase from the first quarter of 1956 is due to higher average prices of farm products and increased Government payments, more than offsetting a substantial rise in production expenses."

## LIFTS HIGHER INSTALLS QUICKER

### ...AND THE PRICE WILL CLINCH THE DEAL!

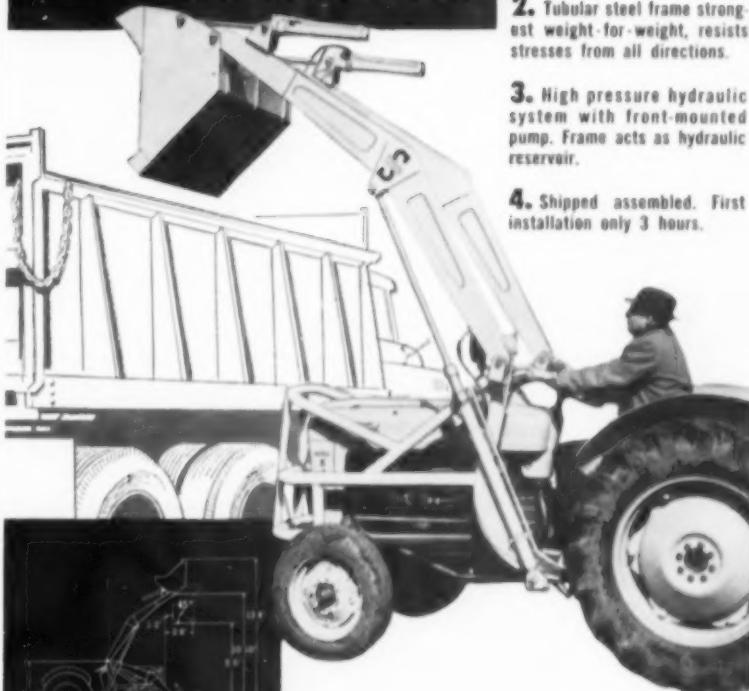
#### Points of SUPERiority

1. New higher pivot position means higher lift, greater reach. Reinforced box-section steel lift arms.

2. Tubular steel frame strongest weight-for-weight, resists stresses from all directions.

3. High pressure hydraulic system with front-mounted pump. Frame acts as hydraulic reservoir.

4. Shipped assembled. First installation only 3 hours.



SUPERIOR HEAVY DUTY LOADERS mean profits for you three ways. The clean, rugged design of the loader sells it on sight, the engineering is obviously good. The 10 ft. 10 in. lift and 2 ft. 8 in. reach mean top performance in truck loading. Lifts 2070 lb. to full height in 5 sec. Superior Heavy Duty Loaders are priced to sell, lower than others. Super-generous discounts make this a money-maker for you. Write today for full details.



## SUPERIOR EQUIPMENT DIVISION

P.O. Box 341, Wheeling 4, Illinois



### Gehl Adds Feeder Arms to Chop-All Harvester

NEW FEEDER ARMS located on each side of the powered Packer Roller Wheel of the Gehl Chop-All Harvester are announced by Gehl Bros. Manufacturing Co., West Bend, Wis. The Feeder Arms allow faster feeding of the material into the chopper's throat.

They are now standard equipment on the Gehl mower bar attachment, used for cutting grass and other silage crops as well as direct-cut green crop feed. The Feeder Arms are also available as optional equipment on the Gehl hay pick-up attachment. They are said to make it possible to move through windrows made by 7-ft. swaths, gathering, chopping, and blowing the hay into a wagon with uninterrupted speed.

The company manufactures both pull-type and self-propelled forage harvesters with mower bar, hay pick-up, and one- and two-row crop attachments available to fit the basic Chop-All unit. Literature describing the new Feeder Arms, and other booklets on silage methods, may be obtained by writing to the company.

### New Oliver Rake Has Cross-Feed Action

A NEW SEMI-MOUNTED side delivery rake with a direct cross-feed action was introduced recently by The Oliver Corp., Chicago, Ill. The new action moves the hay directly crossways to the line of motion and the shortest possible distance from mower swath to the windrow, thus causing a minimum of shattering, the company points out.

Five parallel bars with spring tines are said to produce a gentle sweeping action. Rather than moving the hay diagonally, forward, and to the side at the same

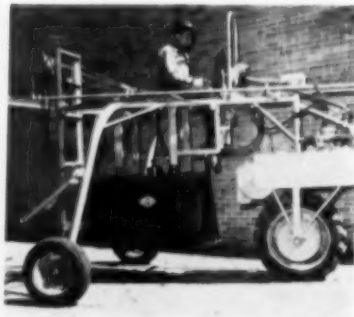
time, the new design sweeps the crop a much shorter distance. The action is geared to ground speed, to assure clean raking in all crop conditions.



A new feature is an adjustment that tilts the basket forward or backward to provide the kind of windrow the farmer wants — a high, fluffy swath that dries out fast or a tight, compact windrow that conserves moisture. A standard hydraulic cylinder positions the height of basket and reel.

### O. W. Kromer Introduces New Tractor and Sprayer

THE O. W. KROMER Co., Minneapolis, Minn., is bringing out a new Hy-Row tractor and sprayer for



the farmer, states that the Model 50 has a revolutionary transmission. There are no gears to shift and it has a forward speed of from zero to nine miles per hour.

A hand-power lever beside the operator selects the speed wanted while in motion, and a foot pedal operates reverse speed. Other features include 8¼, 10.2, or 12.9 hp engine; 105 gallon tank; eight row, 27 foot, three piece boom adjustable from 1½ feet to 6½ feet by cable winch.

The Hy-Row tractor and sprayer priced complete with corn drops is under \$1,500 f.o.b. factory.

### MM Offers New Loaders for 335 and 445 Tractors

EASE OF operation, reach, speed, and control are major selling points claimed for the new Minneapolis-Moline S-43 series of front-end loaders. The S-43 series is designed for the MM POWERline 335 and 445 tractors.

Major features of the S-43 series include high lift, high dump position, double-acting lift cylinders, and two double-acting bucket control cylinders. All cylinder rods are chrome plated. The S-43



series operates with either the MM type "A" or "B" hydraulic systems.

The design of the S-43 series combines high lift and long reach with good carrying position. This is said to give easier steering and safer handling, and in transport position to reduce wear on front end parts of the tractor.

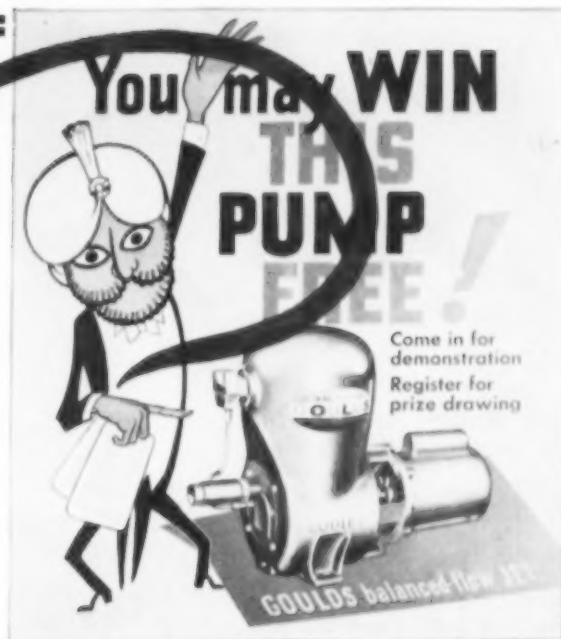
The nine cubic foot bucket of the loader is removable and can be replaced by a bulldozer blade. The blade will then accommodate dozer extensions and form the back-plate for buckets and forks used in material handling. This basic dozer attachment has a steel moldboard and removable high carbon steel cutting edge.



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makes him look...

Dealers everywhere told us about last year's Goulds Profit-Flow Promotion: "Let's have it again — only bigger!" Well, here it is — all primed to bring you **extra** pump sales. All you do is order one Balanced-Flow pump — and you get **FREE** everything you need to spotlight your store as "win-a-pump" headquarters. Prospects merely witness Balanced-Flow operation — sign entry blanks for prize drawing. We're giving away a pump a day during July — so see your Goulds Distributor right away.



...and **WHY** that  
makes him buy!

When you can make a prospect want a pump (without saying a word to him) — that's **real** selling! And that's why this big, colorful Goulds Pump Display should be in your store. It catches a prospect's eye the moment he walks in... gives him a close-up view of Goulds "Best Jets Yet"... then quickly tells him about every Goulds advantage from capacity to cost. Display is yours free when you order any two pumps from your Goulds Distributor — or write:

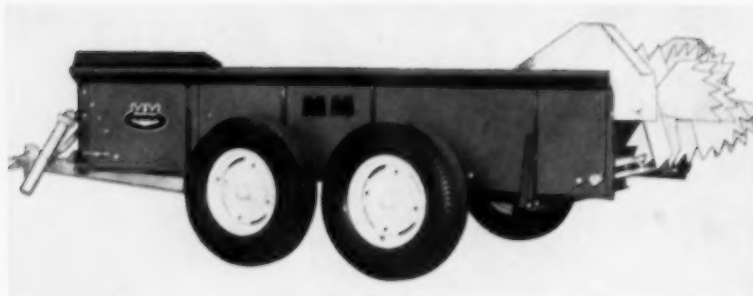
**Goulds Pumps, Inc.,** Dept. SH-657  
**Seneca Falls, N.Y.**



Sell the pumps that help you sell...

**GOULDS PUMPS**

for every farm and home need



### Four Models of New MM LO-Spreader Available

A NEW LINE of spreaders with power take-off drive is announced by Minneapolis-Moline Co., Minneapolis, Minn., and is designated the LO Spreader.

Four models are available in two sizes—100 bushel and 135 bushel. They are as follows: LO-100, 100-bushel capacity, with single beater and single axle; LO-101, 100-bushel capacity, with single beater and tandem axles; LO-102, 100-bushel capacity, with double beaters, upper and lower, and tandem axles; and LO-135, 135-bushel with double beaters and tandem axles.

Full control of the amount of fertilizer to be spread is provided with the PTO drive, since the unloading speed is not dependent on the ground speed.

The box has flared sides of 14-gauge steel; overall width is 5' 10"; loading height, 37"; and overall length is 15' 4".

The hardwood bottom of the box is treated for resistance to rot and designed for even unloading in a wide swath. The steel unloading conveyor can be cleaned easily, the manufacturer states, and additionally, the spreader can be converted into a self-unloading wagon with a capacity of 6,000 pounds.

The PTO drive is located in a protected position, running alongside the box. The gear box is sealed with worm-drive and steel gears running in an oil bath. Anti-friction tapered roller bearings are used.

The main single beater assembly is of new design with heavy-duty serrated steel blades, which are replaceable. The upper beater has three bars with shredding teeth. Both beaters are self-cleaning.

The LO Spreader is available with heavy-duty axles that run on 15" wheels equipped with tapered roller bearings. The spreaders are

shipped less tires. Drop-center rims fit tires ranging from 6.50 x 15 to 8.50 x 15.

### Allis-Chalmers Introduces Heavy-Duty Disc Harrow

A 10½ FOOT hydraulically controlled heavy-duty offset disc harrow, Model "K", has been announced by the Farm Equipment Division, Allis-Chalmers Manufacturing Co., Milwaukee, Wis. It is designed for the power and traction of the company's WD-45 farm tractor.

The new implement weighs 2,298 lbs. and provides 90 lbs. of cutting weight for each of its 28 heavy-duty 22 in. blades. It is ideal for turning stubborn soils and for thoroughly chopping and mixing heavy stalks and other tough residues, according to the manufacturer. Smooth blades are standard. Cutaway discs are available in any desired combination.

Design features of the Model "K" include overhead heavy-duty thick wall tubular steel side frames and single beam gang frames that provide maximum trash clearance. The single hitch point permits the Model "K" to swing free and make sharp turns left while in discing position, or, when riding on the hydraulically controlled 15-inch

transport wheels to turn sharply in either direction.

The transport wheels permit tractor-hauling of the disc harrow to and from the field, assists in getting it over waterways and wet spots in the field, and limiting discs depth penetration, if desired.

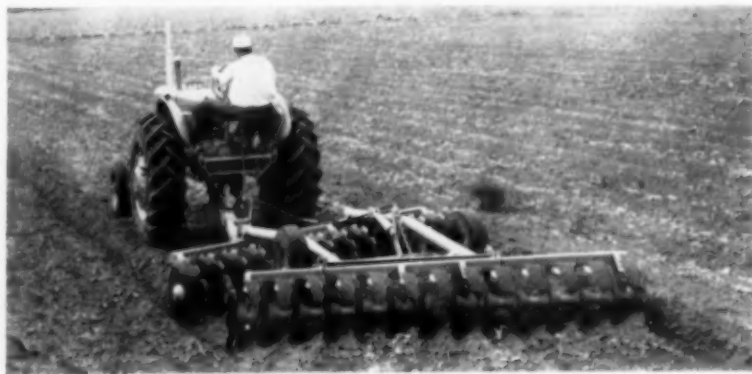
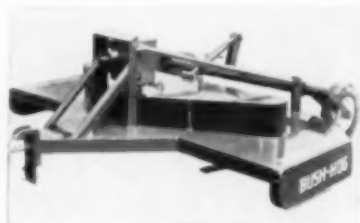
In addition to the 10½ ft. width, the Model "K" is also available in 8½ ft., 9 ft., and 9¾ ft. sizes to fit certain load and soil conditions and to match tree spacing in orchards.

### New Eight-Foot Mower Added to Bush Hog Line

A MOWER for general use with a wider cutting swath is announced by the Bush Hog Manufacturing Co., Selma, Ala. The new mower has three cutting blades which overlap and cut an eight-foot swath.

According to the manufacturer, the mower is suitable for pastures, stalks, or any cutting need except rough, heavy bushes.

The eight-foot mower is the latest addition to the complete line of Bush Hog Mowers and Cutters. The feature of the Bush Hog line is the heavy duty, all-purpose, patented rotary cutter which features the all-enclosed arc-welded one-piece steel frame and hinged cutting blades. The cutters come in both pull and lift type and in cutting swaths of five, six, and seven feet for the pull type, and five and six feet for the lift type.



## Century Offers Winch Kit for Applicators

A NEW HAND winch for use with the company's granular insecticide applicators is announced by Century Engineering Corp., Cedar Rapids, Iowa. The winch will fit any units now in the field or in the 1957 line. The manufacturer also states that the unit can be purchased with the winch or the kit can be sold extra.



In raising or lowering the hopper on a granular insecticide applicator, the winch locks the hopper at any desired height.

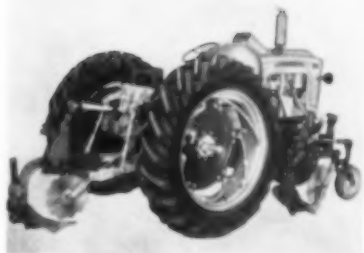
The applicator may be used to apply insecticide in rows for corn borer control, to broadcast for soil insect control, or to sow most seeds alone or in any normal mixture. To seed and cover in one trip, hopper can be mounted on land roller or tractor with disc or harrow.

## New Middlebreaker Added to MM Line

A NEW FRONT-MOUNTED middlebreaker announced by Minneapolis-Moline Co., Minneapolis, Minn., is designated the F-1000.

Available either as a two-row or three-row model, the F-1000 offers new value in ruggedness, spring-trip bottoms, parallel mounted beams, easily adjusted depth control, hydraulic control of individual bottoms, and ease of mounting.

Front-mounted middlebreakers are designed primarily for use in wet regions to provide adequate traction for rear wheels. The spring-trip bottoms are of particular value where stumps, stones, and hidden obstructions are found in the field.



The main frame of the middlebreaker is a solid round steel bar braced by two other heavy-duty members. A new gauge wheel, de-

signed for the F-1000 series, may be adjusted to run either on or off the row. Adjustments for depth may be made from the tractor seat. The gauge wheel is equipped with a semi-pneumatic rubber tire secured by a clincher type rim.

Bottoms can be raised or lowered independently from the tractor seat by hydraulic controls. Hydraulic power may be used also to mount or dismount the middlebreaker from the tractor.

Row spacing can be set at 36, 38, or 40 inches; and 14", 16" or 22" bottoms are available.

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**MULTI-STAGE CONVERTIBLE**

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- 1 - PUMP UNIT ONLY
- 2 - UNIT TANK-MOUNTED ON  
12 or 30 GALLON TANK
- 3 - UNIT WITH 6 GALLON  
OPERATING TANK

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**Star-Liner**

**CENTRIFUGAL JET PUMPS**

**1/2 HP through 1 1/2 HP for  
levels down to 200 Ft.**



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**NO EXTRAS**

**CONVERTIBLE**  
Shallow to Deep Well —  
No added parts to buy

**CAN BE CONVERTED  
TO MULTI-STAGE**  
Consult Factory

**USED AS HORIZONTAL  
OR VERTICAL UNIT**

**SELF PRIMING**  
2 quarts to prime — the  
pump cares for itself

**INTERCHANGEABLE PARTS**  
with all other Star-Liners

**EASILY INSTALLED**  
All connections accessible  
for galvanized or plastic pipe

This convertible AURORA Star-Liner may be used as a shallow well or a deep well unit without the need for purchasing any additional pump parts — thus giving valuable insurance against the water level dropping beyond the suction limits of a straight shallow well pump.

**PACKAGE UNITS**  
1/2 HP through 1 1/2 HP

**NEMA STANDARD**  
— threaded stainless steel shaft  
— large 56 frame motor

**IMPROVED SEAL**  
— longer life — greater  
abrasion resistance

**VERSATILE**  
Can be used horizontally  
or vertically  
on the casing or off

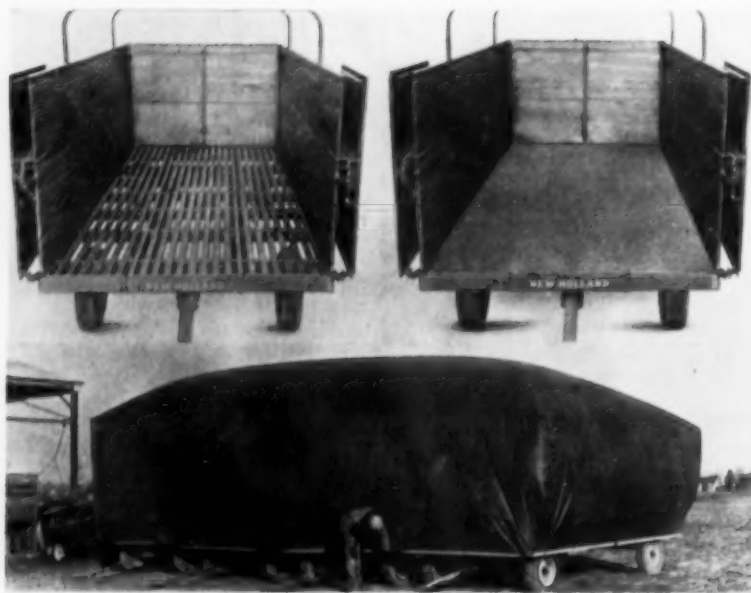
Use as centrifugal shallow well  
without ejector — takes place  
of 1/2, 1, 1 1/2 single stage shallow  
well — capacities to 3200  
GPH, pressures to 69 PSI.

Two stage deep well capacities  
to 890 GPH, depths to 200 Ft.

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### New Holland Introduces Crop Drying Wagon

A NEW DUAL-PURPOSE crop drying wagon is introduced by New Holland Machine Co., New Holland, Pa., as being "time-rated" to fit faster haymaking methods and time-table farm schedules.

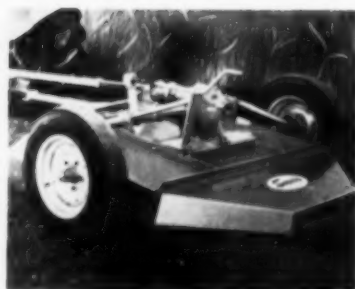
The wagon has a slatted hay floor, shown at top left in accompanying photograph, that converts to a grain floor, top right, by sliding four finely-perforated metal sections into place over it.

Used behind a baler in the field, the New Holland Co. product can be hooked up to a dryer as soon as it's loaded, eliminating the need to transfer bales to a drying platform, the company points out. An airtight canvas cover over the load is said to give more efficient use of heat and to permit outdoor drying in any weather, even rain.

A farmer with just one wagon dries 2½ tons of hay at once, as much as 100 tons a season, the company states. Used in combination, side by side, 10 tons can be dried at once with four wagons and one dryer. The company suggests a second dryer for most efficient drying with five or more wagons.

### Servis Announces New Model E-60 Clipper

A NEW "ECONOMY" Model E-60 Clipper was announced recently by Servis Equipment Co., Dallas, Texas.



This is described as having a 60-inch wide cutting swath, and as being especially well adapted for cutting in permanent pastures, highway right-of-ways, parks, landing fields, and in vacant lots. It is also suitable for cutting corn, maize, and short size cotton, as well as light brush up to 1½-inch in diameter.

The E-60 Clipper is equipped with two free swinging fan type blades, steel cut gears, with Timken bearings, and an offset blade carrier.

By using an adapter kit this machine can be converted into either a pull type, or lift type Clipper.

### IH Announces McCormick Uni-Beam Disk Harrow

AN OFFSET DISK harrow with a single boxed steel beam for a frame, factory sealed-in lubricated bearings, and exceptional trash clearance was announced recently by the International Harvester Co.,

Chicago. Known as the McCormick No. 32 Uni-Beam Disk Harrow, the implement is designed for heavy duty and is available in nine, 10½, and 12-foot widths.

Although intended for general purpose work, the harrow is adapted especially for use in orchards and irrigated areas. The No. 32 qualifies for use as a fast tillage tool in most areas, the company states, and is effective especially in cutting corn and cotton stalks in preparation for new plantings.



The single boxed beam frame, mounted directly over the disks, gives a clean-cut design to the harrow and provides greater strength, the company states. In addition to providing normal trash clearance, spacer blocks are available for increasing clearance still further where trash is exceptionally heavy or where the implement is equipped with 26-inch disks.

Factory sealed-in lubricated precision bearings are regular equipment. In addition to the usual angular adjustments between gangs, the new McCormick disk harrow has a vertical adjustment that permits the operator to lower the rear gang for deeper penetration and a better job of leveling.

### Improved Sprayers for Weed Control

(Continued from page 92)

the boom on the rear of the tractor.

The spray boom should never be mounted in front of the operator because of the poisoning effect on the operator by many of the chemicals used.

When chemicals are applied from a rear-mounted boom close to the ground, the boom should be hinged so that it can be lifted at the end of the row by the rear cultivator gang lift arms. This prevents damaging of boom and nozzle tips on turns.



The basic containers have been 55-gallon steel oil drums. Many commercial sprayers are sold without containers. Cheap oil drums have proved unsatisfactory because of the rusting effect of water and chemicals used in the spray. Rust clogs the strainer, nozzle tips, and damages the pump and the common oil type drum cannot be completely cleaned.

Open end drums, purchased from a bakery, were tested with fairly satisfactory results. The open ends were sealed with a rubber gasket and permatex, which is used around trunks of automobiles, so that no leaks occurred. The ends were removed and the drums cleaned with electric steel buffer brush.

When this type of drum was sand blasted inside and painted with chemical resistant paint, it stayed fairly free of rust for one season when non-corrosive chemicals were used.

However, the farmer who intends to use most types of weed control chemicals should seriously consider purchasing a No. 316 type stainless steel tank. Two such tanks have been in use at State College since 1948 and are as good today as they were when bought.

Some types of hydraulic agitation should be put into the tank for complete and continuous mixing of the spray. A large 12" x 12" opening should be in the top of the tank through which the water and chemicals may be poured. All containers should be cleaned before being stored even for a few days. Sometime the containers should be cleaned after each chemical used.

#### Pumps

On the several pumps tested, the single diaphragm type has given the best service.

This pump can be repaired easily in the field by most tractor drivers and it has given the longest service of any pump tested. For large volume and very high pressure spraying other types, such as piston pumps, must be used. Low volume pumps are normally power take-off driven. All pumps must be easy to repair in the farm shop without special tools. Abrasive and gritty spray materials, like wettable powders, should not be used in gear, roller-vane, or small piston type pumps.

Pumps should have a minimum delivery rate of 4 to 6 gallons per minute at a pressure up to 100 pounds per square inch. This ca-

capacity will usually give adequate flow through the by-pass line to give hydraulic agitation in the tank. The heart of the sprayer is the pump.

#### Strainers

For the  $\frac{1}{2}$ " line strainer, a 100-mesh screen will remove most solid particles that would clog nozzle tips. This strainer should be in the discharge line from the pump to the metering valve and gauge. A 50-mesh strainer should be in the base of the differential pressure regulating valve. This helps protect the valve seat and other working parts of the valve. Manufacturer's recommendations should be followed for selection of screens for nozzle tips. All screens should be removed, cleaned, and inspected for holes every few days. When some wettable powders are used, the screens may need cleaning once or twice a day.

#### Water

Water used in the sprayer must be free of gritty materials. Water must be tested chemically if clogging occurs and is not caused by iron scale, grit, or dirt. Water

sometimes contains chemicals that combine with the chemicals used for weed control to form sediment which clogs screens and nozzle tips.

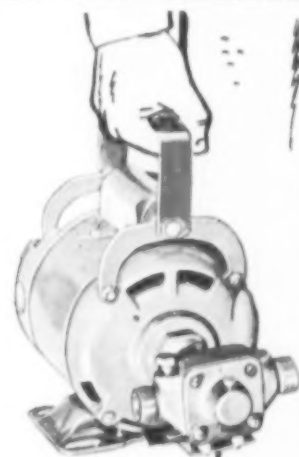
#### Hose and Connections

When galvanized pipe and fittings are used for two or three years, rust accumulates in the pipes causing clogged screens and nozzle tips. Stainless steel fittings and pipes are expensive but they prevent most corrosion in the lines and boom. The hose should be resistant to sunlight, oil, chemicals, and withstand the general abuse a hose gets on a tractor sprayer. A hose made of base rubber combined with tough rayon cord gives good service.

All lines should have sufficient capacity to supply the nozzles with little pressure drop in lines. Usually a  $\frac{1}{2}$  inch hose clamp on to a  $\frac{1}{4}$  inch pipe nipple will have ample capacity to supply each nozzle where the nozzles are directly connected to individual hose lines. The gauge reading on the manifold will be accurate enough to give the rated capacity of the nozzle tips. When hose line feeds the boom, the line should be  $\frac{1}{2}$

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inch in diameter and the boom should be  $\frac{1}{2}$  inch in diameter for the two-row and  $\frac{3}{4}$  inch in diameter for four-row sprayer in order to prevent pressure drop to the nozzles.

#### Boom

Several different types of booms were tested, but no one type was found to meet the requirements of various spray jobs on the farm. Booms should have most of the following features: (1) hinged vertically and horizontally, (2) nozzles spaced  $\frac{1}{2}$  the row width along the boom, (3) ends that can be folded for moving, (4) easy to adjust vertical height for different sizes or rows, (5) mechanically raised and lowered for turning at ends of rows, (6) each section can be cleaned with pipe brush or swabs without hitting internal protrusion and (7) well supported from end to end.

A stainless steel boom and fittings proved to be the most satisfactory for all chemicals. Booms built from galvanized pipe gave serious corrosion problems with most chemicals.

#### Nozzles

In selecting nozzle tips for spray jobs on the farm, the manufacturer's catalog should be consulted.

Different sizes and kinds of tips are required to meet needs of various jobs.

Flat-fan 80 degree nozzle tips were used for most herbicides but for insecticides a cone shape spray tip was used. These tips were selected for capacity and type of spray pattern required to do the job. For example, the 8002 "Tee-jet" Spraying Systems nozzle tip means that this tip has an 80 degree flat fan at 40 pounds per square inch and it will deliver at this pressure .2 (two-tenths) gallon per minute. This tip will operate at other pressures but the table from the manufacturer's catalog must be used to find the rated capacity and other information. Nozzles and tips can be obtained in stainless steel which decreases corrosion and stoppage.

#### Pressure Control Valves

The capacity of the pump should be large enough to continuously supply an excess flow through the by-pass valve to the tank for hydraulic agitation. The by-pass valve should be set at 10 to 15 pounds pressure above the desired pressure at the nozzle tips. The regulating valve can then be set to maintain a uniform pressure on the nozzle tips even though the pump may cause a slight fluctua-

tion in the delivery pressure at the regulating valve. The regulator valve should have a delivery pressure range from 0 to 125 pounds on the discharge side and 20 to 200 pounds on the intake side. The gauge should show the delivery pressure to the operator at all times.

#### Pressure Gauge

The sprayer pressure gauge must be accurate. Even when each nozzle tip on the sprayer is calibrated, the operator must still depend upon an accurate gauge in order to apply the correct quantities of chemical. A good gauge will cost from \$15 to \$25 but this is the quality that should be used for dependable readings. After the gauge has been in service for some time, it should be taken out, cleaned, and checked against a new gauge to see if the reading is correct.

#### Cut-off Valves

Two quick cut-off valves are generally used on a tractor sprayer. One is on the outlet from tank to pump so that the liquid can be shut off for repair or replacement of the pump or other parts during field operation. There is some danger of this valve being left shut which will cause damage to gear, roller-vane, and piston type pumps because these pumps should not be run dry.

### Southeast Shows Advance in Farm Machinery Output

WHILE other sections of the country were showing declines in the production of farm machinery and equipment during the post-war years, the Southeast advanced its output by more than 50 percent, the Atlanta field office of the U. S. Department of Commerce reported recently.

The value of shipments from Alabama, Florida, Georgia, Mississippi, Tennessee, the Carolinas, Kentucky, the Virginias, Maryland, and Delaware increased from \$54,062,000 to \$81,481,000 since World War II with most of the Southeastern states sharing in the gains.

In North Carolina, the value of shipments rose by 111 percent; in Tennessee, 395 percent; and in Georgia, about 62 percent.

Elsewhere, without a single exception, decreases in production, some substantial were recorded. In the nation as a whole, the value of shipments dropped by 30 percent.

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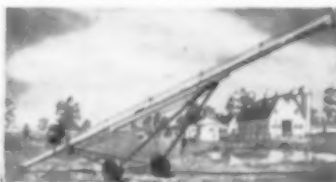
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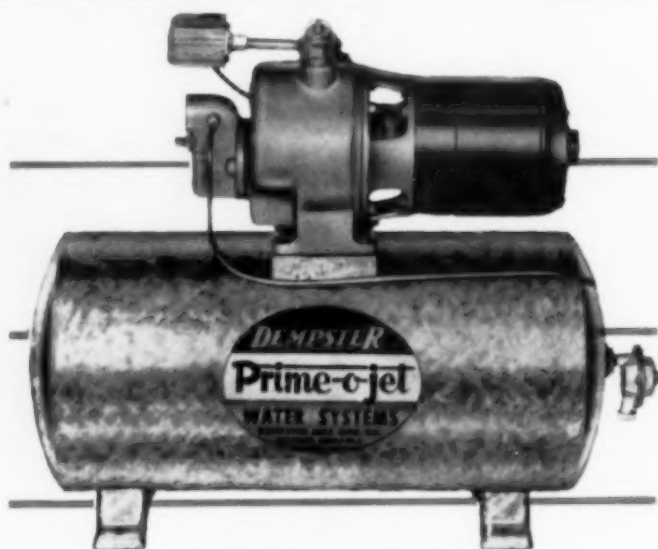
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- ALL POPULAR SIZES
- FULLY ASSEMBLED STEEL RACK

From King Cotton, Hardware's most complete cordage line, comes the NEW ROPE RACK. The dealer's answer to rope merchandising problems.

A complete rope sales center to make your rope sales a fast, easy job. Spool set-up lets you sell any length, cut or full spool; and the most popular rope sizes are right here at your finger-tips. No more cellar trips, no more messy coils, here is the easy way to SELL MORE ROPE.

King Cotton Manila Rope is a first quality pure manila rope. It is made to exceed government specification TR601A for tensile strength, rot resistance, water resistance, color, and quality.

The King Cotton Rack itself is an eye-catcher, painted blue with bright yellow and white. It is made of heavy gauge steel rod and is fully assembled, ready to go to work immediately.

## ROPE RACK Shipped Complete Contains:

One Display Rack (Free of Charge)

One carton of  $\frac{1}{4}$ " contains two units of 3 connected 100 ft. spools

One carton of  $\frac{5}{16}$ " contains two units of 3 connected 100 ft. spools

One carton of  $\frac{3}{8}$ " contains two units of 3 connected 100 ft. spools

One carton of  $\frac{1}{2}$ " contains two units of 6 connected 50 ft. spools

One carton of  $\frac{5}{8}$ " contains one unit of 4 connected 50 ft. spools

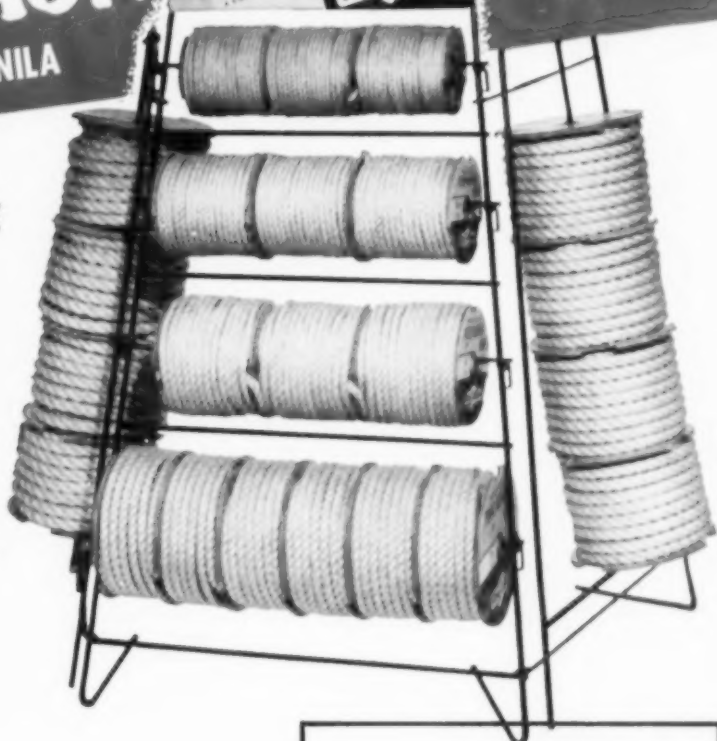
One carton of  $\frac{3}{4}$ " contains one unit of 4 connected 50 ft. spools

ASK YOUR JOBBER

**King Cotton**  
CORDAGE

JOHN H. GRAHAM & CO. INC.  
105 Duane Street, New York 8, N. Y.

PURE MANILA ROPE  
MARINE GRADE  
King Cotton



## OTHER KING COTTON 100% MANILA PUT-UPS

KING COTTON  
HANDI-HANKS



KING COTTON  
COUNTER REELS



KING COTTON  
SELLCORD®  
COILS



THE  
KING COTTON LINE

- Sash Cord
- Clothesline
- Clothes Dryer Cord
- Nylon Cord
- Marine Line
- Cable Line
- Yacht Cord
- Venetian Blind Cord
- Tarp